

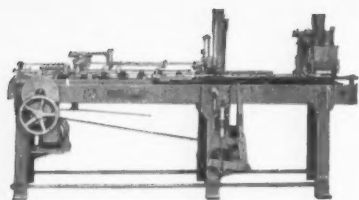
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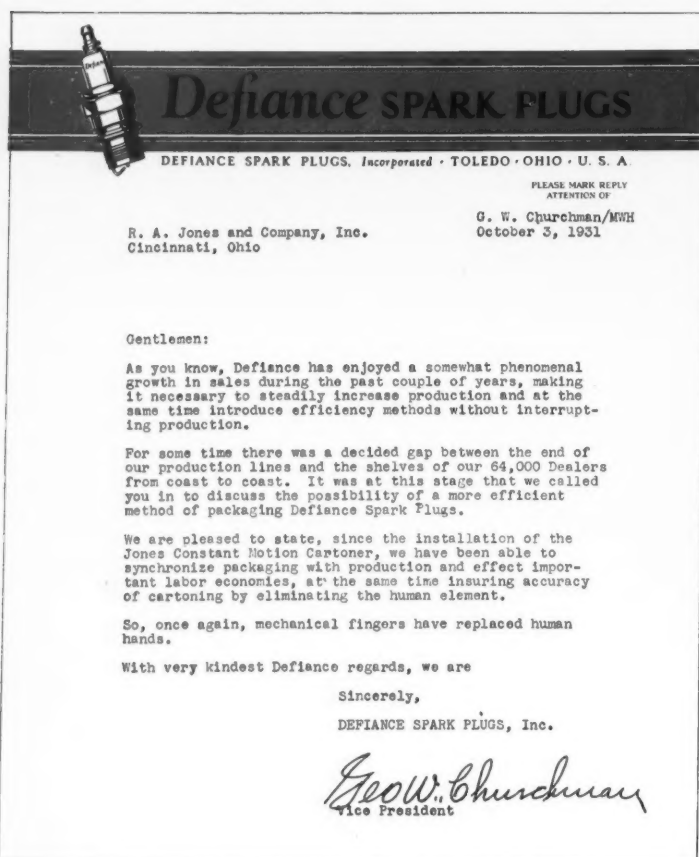


DECEMBER, 1931



## "Since the installation of the CONSTANT MOTION CARTONER

we have been able to synchronize packaging with production and effect important labor economies, at the same time insuring accuracy of cartoning by eliminating the human element."



*Mr. Churchman's letter  
refers to our new model  
Constant Motion Cartoner!*

On it the cartons are fully supported, front and back, as they are loaded and closed. The feed buckets are close together. The automatic stop operates from the bottom, so that it is tripped by an imperfect carton as well as by the absence of one. The rails over the entire loading and closing way can be instantly raised so that a defective carton may be removed at any point on the line. The work of this machine is of the highest class. While packaging 150 plugs per minute, it is so free from noise and vibration that it appears to be loafing.

**R. A. JONES & COMPANY, INC.**  
P. O. BOX 485, CINCINNATI, OHIO



## ENHANCING THE APPEAL of PARKER PENS with NORLOC MOLDED CONTAINERS

WHAT could be more appropriate, more in keeping with the chaste, dignified beauty of Parker Pens than the simply designed Norloc container shown above?

It fulfills every requirement in beauty, arrangement and utility. As a sales aid to the retailer, it is without equal.

If you wish to present your product in a more appealing way, let Norloc packaging experts study your product and offer suggestions. They are always glad to do this. No matter how difficult your problem may seem, our experts can find the right solution for you.

**NORLOC**  
Norton Laboratories, Inc.  
LOCKPORT, N. Y.

CHARLES A. BRESKIN—General Manager. D. E. A. CHARLTON—Editor. LAWRENCE LEY—Advertising Manager. PERRY H. BACKSTROM—Eastern Manager. EARL I. CARMODY—Western Manager. ANN DI PACE—Assistant Editor. E. R. GORDON—Production Manager. EDWIN L. LEY—Art Director. A. J. CEDERBORG—Sales Promotion.

# MODERN • PACKAGING

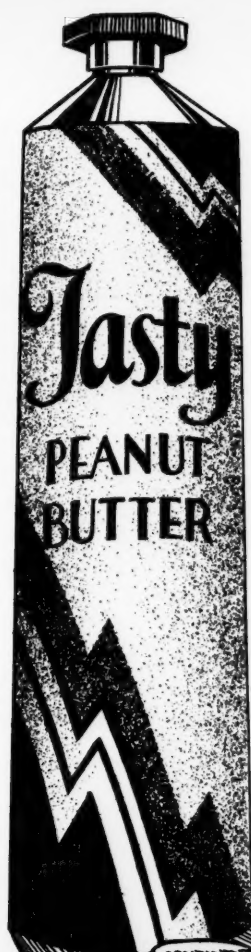
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• Literally, "right out of the package into the pan" and busy housewives have delectable hot biscuits in a few minutes without any preparation whatsoever. Packaged uncooked—that's the latest modern packaging contribution to industry. The interesting story of this innovation in the baking field appears on page 43.

Breskin & Charlton Publishing Corporation, 11 Park Place, New York, N. Y. Telephone Barclay 7-0882-0883. Western Office, 333 N. Michigan Ave., Chicago, Ill. Telephone Franklin 7100. Australian Agents Technical Journals Ptg. Ltd., 422 Collins St., Melbourne. Subscription \$3.00 per year. Canadian \$6.00. Foreign \$4.00. Single copy 35 cents. Published on the fifteenth of each month. Also publishers of Packaging Catalog.





## The Change to TUBES

MANUFACTURERS confronted with the problem of extending their markets and accelerating turnover for their dealers should look into the many unusual merchandising features of National Tubes.

National Tubes offer a means of securing new outlets, reaching new groups of consumers, and at the same time boosting the turnover for distributors and dealers.

Let us tell you more about National Tubes—the new top coat which gives them an alkaline resisting and protective finish—and many other valuable features.

Without obligation we will gladly help you to determine the proper size and style of tube as a container for your product . . . also offer suggestions for decorating the tubes.

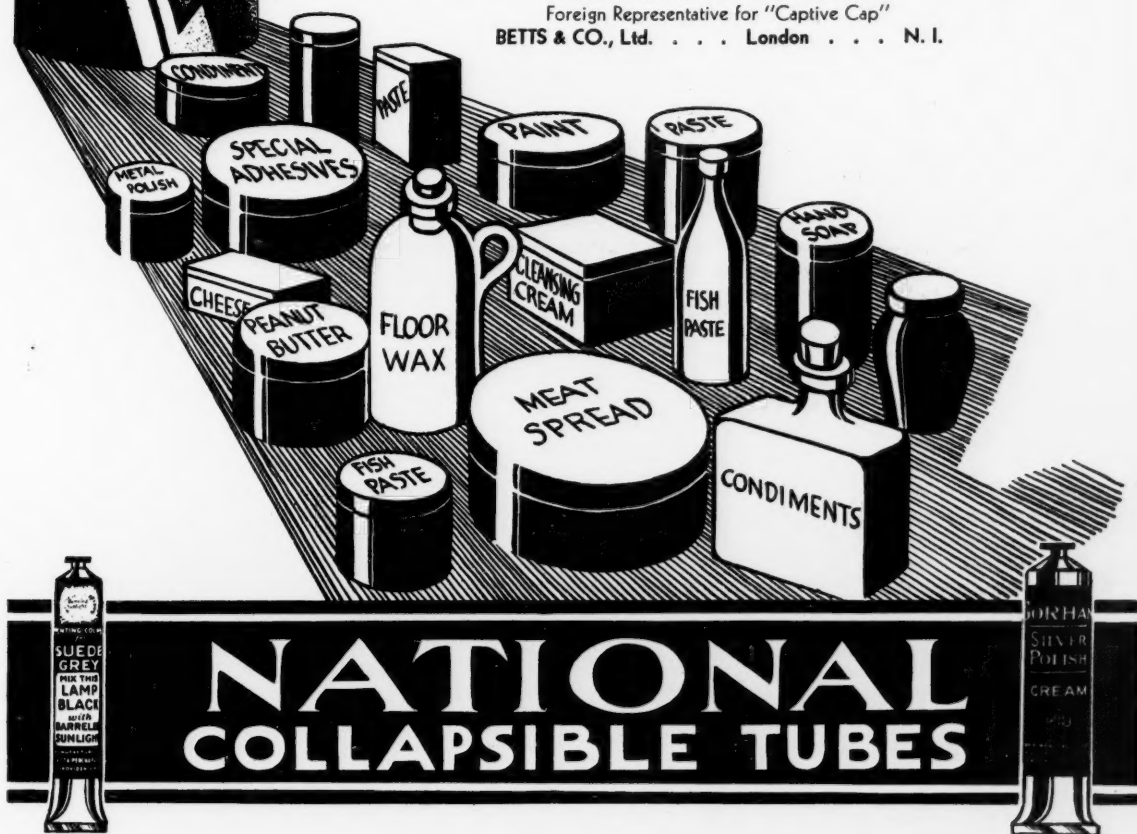
### NATIONAL COLLAPSIBLE TUBE CO. PROVIDENCE RHODE ISLAND

New York Office—331 Madison Ave., Telephone Murray Hill 2-1745

Manufacturers of Pure Tin Tubes

Foreign Representative for "Captive Cap"

BETTS & CO., Ltd. . . . London . . . N. I.



# NATIONAL COLLAPSIBLE TUBES

DECEMBER, 1931

3

●  
New  
Package  
Design

●  
And  
Business  
Leadership



One of a series  
portraying  
package design  
changes which  
Redington En-  
gineers have  
had a part in  
developing.

# New Markets

## *Opened by This Transparent Cellulose Wrap*

The new "Tempters" package produced by the American Chic Company is an example of the ingenuity that is characteristic of this alert, vigorous organization. It is another proof that New Package Design with the aid of Redington Machines can help build markets . . . insure Business Leadership, even during difficult times.

The American Chic Company already had Redington Machines for producing the four-tablet wax paper package. But when a transparent cellulose wrap with its "window" appeal was decided on, the packaging problem arose. This was solved by their mechanical organization working closely with Redington Engineers. As a result these *same* Redington Machines have been changed over at a *small cost*, to produce the clear, cool, delightful "Tempters" package. It's the first case we know of where a product is being wrapped by machine in a printed transparent cellulose wrapper cut from a roll. Still more proof that

*"If It's Packaging—Try Redington First"*

F. B. REDINGTON CO., Est. 1897 110-112 So. Sangamon St., Chicago, Ill.

# REDINGTON

## Packaging Machines

*Economical for Packaging — Cartoning — Labeling — Wrapping*

# BUILDING THE PACKAGE



**W**HEN an architect plans a building his first consideration is the material of which it is to be constructed. And this material is selected to best serve the purpose for which the building is intended.

In building the package for your product, do you first consider the material that will provide the utmost in protection against deterioration and contamination?

In the KVP Research Laboratories packaging materials are studied and tested in direct relation to your product. The material best suited is selected by rigid tests under every condition your product must face.

It is only by such research in the hands of a trained staff that you can be assured of a package that will stand up and perform its protective function.

Let us help select the material for packaging your new product, or your old one for that matter, and be sure of obtaining the best package.



This booklet tells of the work the KVP Laboratories are doing. It will be sent you gladly without obligation.

**KALAMAZOO VEGETABLE PARCHMENT CO.**

KALAMAZOO ♦ MICHIGAN

**KVP  
PROTECTION  
PAPERS**

# GETTING THE "BIG IDEA"



TINY bubbles rising from a tea-kettle—that was all. It had been a common sight to generations of men.

But the vision James Watt saw, in the tiny clouds of steam, the power which should re-make the world—he had the "big idea."

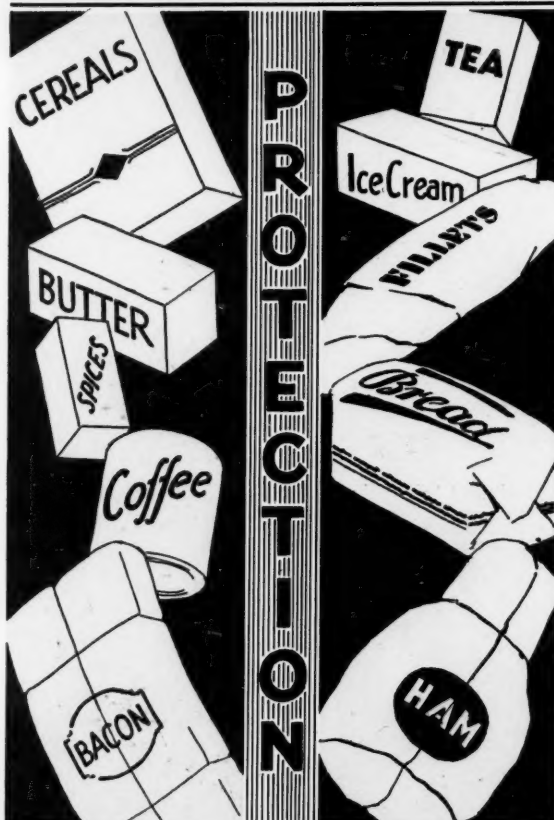
Just so the business of this Company has been built around **Ideas!** Not simply making Paper but developing all its possibilities for the service of the people. On this service has been established the growth and continued success of "The World's Model Paper Mill."

This service is more than a question of the right wrapping; it means full protection for all kinds of food products, under all conditions. Every member of this Company—from the president to the humblest in overalls, is on the alert to find better ways to fulfil present needs and anticipate the new.

KVP Laboratory research experts are at your command; if need arises for some special, exclusive type of protection, do not hesitate to call on us for advice and suggestion.

**KALAMAZOO  
VEGETABLE PARCHMENT CO.**

KALAMAZOO -- MICHIGAN



# KVP PROTECTION PAPERS ♦ ♦ ♦



**C**ARTON making is too often carton tailoring . . . adjusting the requirements to the material on hand. This is never necessary at the Chicago Carton Company plant. Our research division, designing a carton, need consider only your needs. We produce the board to meet your requirements to the ultimate detail whether you demand fine printing surfaces, moisture resistance, grease resistance, strength or any of a thousand specifications.

And having met your needs as to board we follow through; design, ink, printing, die cutting; even delivery, all are planned to meet your requirements, to satisfy the demands set by your marketing problem.

No wonder, then, that millions of our cartons are successfully used every year . . . every element of their makeup is carefully fitted for success. If your product is worth cartoning Chicago cartons will take it to its destination in the customer's hands.

Look into your carton problems. Picture them solved by the most complete carton service in the industry. And write us, now. Let us show you how we can solve them.

**CHICAGO  
CARTON  
COMPANY**

4411 Ogden  
Avenue  
Chicago, Ill.

Every Facility  
for the Pro-  
duction of  
fine display  
Advertising  
Cartons



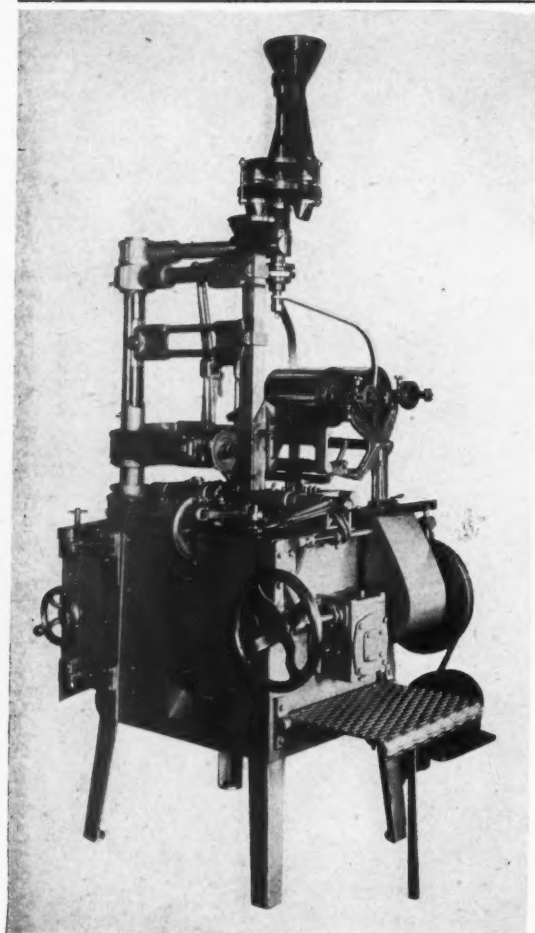


# A Cellophane Package

*Automatically Formed, Filled and Sealed*



—at Less than Cost  
of Empty Bags . . .



ANY producer or packer of free-flowing or semi-free flowing products should investigate this machine. It not only forms the package but fills and seals it at a material cost much less than the present price of ready-made cellulose bags of equal quality.

This saving in production cost alone is sufficient reason for consideration of Automat equipment. But many other savings result from its use. One girl can easily operate a battery of these machines. Each machine produces an average of 1750 packages per hour.

## Type of Package Variable

The Automat is adaptable to many changes. It will deliver a square end from 2" x 2" to 4" x 4"; or a flat package of variable height up to 9½" with end dimensions from 1" x 2" to 1" x 4".

The package may be tight packed with both ends flat for easy packing in cartons or the package may be loose satchel type to be hung on display cards. If desired a ribbon or tape handle may be attached to package—all entirely automatic.

Many plants need this machine—it solves one of the big problems of packaging in cellophane and other transparent wrapping material. We will gladly discuss any packaging problem without obligation.

## Package Sizes Adjustable

The Automat delivers packages from 1" x 2" x ¼" to 4" x 4" x 9½". The wrap is formed from rolls and the metal sealing strip is formed from rolls. The flat end is an exclusive Automat feature.

This machine is powered with a ¾ H.P. motor and can be operated from a light socket. It occupies a floor space of 43" x 45". Every Automat installation is guaranteed to give satisfactory service.



THE AUTOMAT MOLDING & FOLDING CO.

Toledo, Ohio

New York Office  
43 Murray St.

Los Angeles Office  
306 Calo Building



# How Parke, Davis & Co. saves 40% in labor cost with improved packing method

*Rolling a bottle in Kimpak Crepe Wadding. The girls work at conveyor tables where the bottles are individually wrapped, packaged and placed in cartons for shipment to Parke, Davis & Co. customers.*



(Excerpts quoted by permission from an article, "Handling Pharmaceuticals Mechanically in the Parke, Davis & Co. Plant," by D. G. Baird, in the March issue of Materials, Handling and Distribution.)

**A**MAJOR volume of the preparations is in glass and all, of course, must be carefully packed. Shavings, corrugated paper board and crepe wadding are the materials principally used. Mr. Bostock pointed out numerous advantages of the last-named material and said that if they had to buy shavings (which they don't, because they get them from the box factory), they would probably use it where they now use shavings.

Whatever YOUR product may be, and of whatever material made, it will pay you to investigate the numerous advantages of Kimpak Crepe Wadding. Tell us what your product is (if possible send a sample) and we will forward samples and costs without obligation.

*Kimpak comes in rolls, sheets or pads of various thicknesses, plain or paper-packed, according to your requirements.*

"As it is, the Detroit plant uses this wadding principally in sampling the medical profession. Parke-Davis . . . when it develops a new product, sends a sample to 135,000 or so doctors. . . Several such mailings are made each year.

"These samples . . . are just rolled in a sheet of wadding, which comes cut to size, and are slipped into a cylindrical carton, or, if several are to be shipped at once, laid in a rectangular cardboard box.

"This has reduced the labor cost

perhaps as much as 40 per cent, Mr. Bostock said.

"Other advantages are that the material is white and hence suggestive of cleanliness; it is hygienic, absorbent and an insulator. If a bottle of liquid is broken, the material absorbs it and so protects other goods. Because of its insulating properties, it is also used in packing biological products which are shipped in packages weighing as much as 40 pounds.

"The fourteen Parke-Davis branches use this packing material in their regular parcel post shipments to the trade."

## Kimpak

REG. U.S. PAT. OFF. & FOREIGN COUNTRIES  
CREPE WADDING

MP. 12  
MAIL THIS COUPON—attached to your letterhead  
Kimberly-Clark Corporation, Mfrs., Neenah, Wis.  
Address nearest sales office at  
8 South Michigan Ave., Chicago  
122 E. 42nd St., New York City

Our product is \_\_\_\_\_  
Sample is going to you by mail. Please send samples of Kimpak and costs.

Company \_\_\_\_\_

Attention of \_\_\_\_\_

Address \_\_\_\_\_

# THE WAY THEY TURN CAN TURN THE SALE . . .

## MOLD ACCURATE CLOSURES WITH DUREZ!

FROM chemist's tests to colors, so many things have to be taken into consideration in selecting new closures that it's often wise to move slowly. But from the very outset, you can decide that no closure which is hard to screw on or off belongs on a modern package!

### *Easy to turn*

Actual comparisons soon show that Durez molded closures possess decided advantages here. They turn more easily and more quickly than others. They seat firmly. The threads are strong and tough, and do not break. Durez caps will not jam.

The reason for all this is simple enough. Durez threads are molded, not cut. And that means they are molded within closest commercial limits of accuracy. No tests are ever made for tightness or fit because no variation is

ever permitted in the molding process. Every cap is the same as every other, whether you make one or a million. And that includes not only the threads, but the most minute design which decorates the closure!

### *Scores of satisfied users*

Proof of the ability of Durez closures to meet the most difficult requirements is found in this interesting fact: 95% of all molded closures are Durez closures! The large list of nationally known users includes Squibb, Listerine, Gilbert, Hinds, United Drug, Woodbury, Rubinstein, Frostilla, Palmolive, Iodent, Colgate-Peet, New England Collapsible Tube Co., Lifebuoy, Hudnut, Max Factor, Sharp & Dohme, and scores of others.

Martha Matilda Harper, Inc., Rochester, N. Y., for example, uses nothing but Durez closures for the complete line

illustrated. Many other houses are switching to Durez for jars, boxes, trays, and all kinds of containers. They find, as you will find, that Durez is strong, tough, light; resistant to acids and moisture; and available in a wide variety of colors.

### *Send today for free booklet*

Write now for more information and for samples of these modern closures. We will be glad to mail, in addition, a free copy of the interesting leaflet, "Closure News,"

which goes each month to thousands of manufacturers. Address General Plastics, Inc., 121 Walck Rd., N. Tonawanda, N. Y. Also New York, Chicago, San Francisco and Los Angeles.



THE MAKERS OF DUREZ ARE ALSO THE MAKERS OF DUREZ INSULATING VARNISHES AND LABEL CEMENT





# Do You Want To Cut Costs?



*Packomatic Container Sealer, with speed of 800 cases per hour, recently installed at The Kellogg Company, Battle Creek, Michigan.*

IF you want to lower production costs and improve your package appearance;

IF you want to save labor and conserve floor space;

IF you want your production methods to be up to the minute; In short, if you want to make more profit—

Re-build your business to meet present day conditions.

No amount of first class hand-packaging can make a business today keep pace with the production needed for more profits. Modern packaging methods are based on mechanical handling.

Over 2000 large and small manufacturers of every type have found that Packomatic packaging methods bring additional profits. In every instance Packomatic improves the package, saves labor costs, and widens markets.

It will cost you nothing to have one of our engineers show you Packomatic economy methods. PHONE — WIRE — WRITE — We'll meet you any time, any place.

## THE PACKOMATIC LINE

Carton Forming Machines  
Carton Sealing Machines  
Automatic Net Weight Scales  
Automatic Gross Weight Scales  
Automatic Volumetric Fillers  
Automatic Lining Machines  
Wax Wrapping Machines  
Automatic Cartoning Machines  
Semi-Automatic Net Weighers  
Semi-Automatic Gross Weighers  
Container Sealing Machines  
Can Labeling Machines  
Coupon Inserting Machines  
Boxing Machines  
Packing and Wrapping Tables  
Special Machinery



# PACKOMATIC PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

Branch Offices:

NEW YORK

ST. LOUIS

LOS ANGELES





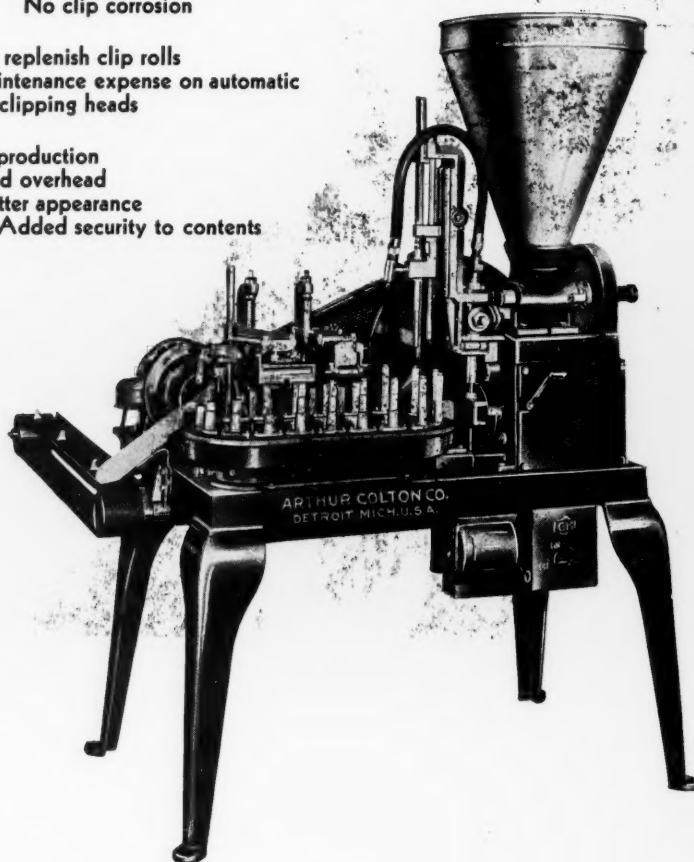
# THE COLTON CLOSURE WILL PAY YOU



No more clips to buy  
No clip stock to carry  
No clip wastage  
No clip corrosion

No stops to replenish clip rolls  
No maintenance expense on automatic  
clipping heads

Continuous production  
Reduced overhead  
Better appearance  
Added security to contents



**T**HE Colton Closure is a new method of sealing a collapsible tube, eliminating the clip entirely and giving a more decorative appearance with greater security to the contents.

It is completely formed on the new Colton Automatic Tube Fillers by making the two usual double folds, making a third fold in the reverse direction, and then securing and giving more rigidity to the folds by corrugating the folded end.

The Colton Closure is an investment which pays you dividends immediately, through saving in time, labor, and material.

Write for a sample tube and full information on our new machines.

**COLTON  
DETROIT**

**ARTHUR COLTON COMPANY**  
DETROIT MICHIGAN



new ideas

ring out the old

new colors

new designs

ring in the new

new papers

by **LOUIS DEJONGE & CO.**

New York Philadelphia Chicago



We have special inks for transparent cellulose and glassine and a wide range for all papers used for packaging work.



To Get  
this Effect—

your inks must  
be right!

**I**N modern packaging, color is playing a more important role than ever. When properly used, it is a selling force of inestimable value.

Colorful containers, wrappers, labels and bands go a long way toward favorably disposing the public to your product. Be sure, however, that the inks used are the best for the purpose—vivid in hue, flawless in tone and perfect in reproductive qualities.

There are no better inks made than Levey Inks. Ever since the early days of color printing, when we first began to manufacture printing inks, Levey Inks have been recognized for their many superior qualities.

A booklet of extreme educational interest and value is yours for the asking.

Glassine Paper by  
WESTFIELD RIVER PAPER CO.  
Russell, Mass.

Plates Courtesy of  
BINGHAM BROS. CO.  
New York

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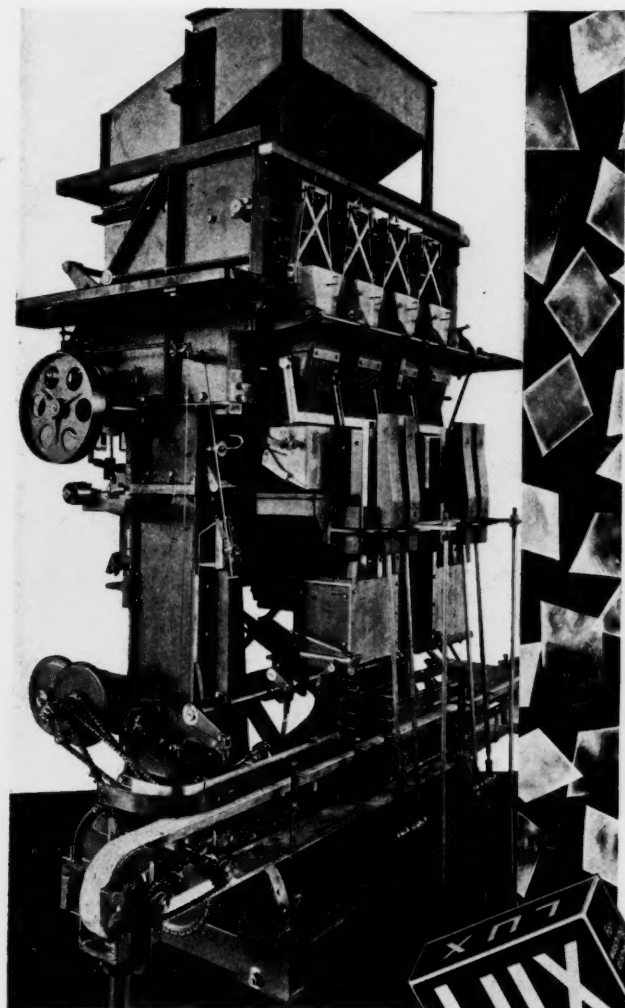
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# PNEUMATIC solves a packaging problem for

## LEVER BROS.



### PNEUMATIC MACHINES

Carton Feeders—Bottom Sealers  
— Lining Machines — Weighing  
Machines — (Net and Gross)—  
Top Sealers—Wrapping Machines  
(Tight and Wax)—Capping Ma-  
chines — Labelling Machines—  
Vacuum Filling Machines (for  
liquids or semi-liquids)—Auto-  
matic Capping Machines—Auto-  
matic Cap Feeding Machines—  
Tea Ball Machines

Lever Bros. needed a machine to pack-  
age one of their soap brands. No ma-  
chine had ever been built to meet the  
peculiar conditions encountered in the  
handling of this particular product.

Lever Bros. brought their product and  
problem to Pneumatic Scale Corporation,  
confident that with our background of  
packaging machinery experience and  
knowledge of the fundamental principles  
of automatic machine operation, we could  
design a machine to meet their needs.  
Today that machine is operating with  
complete success in their plant—another  
outstanding example of Pneumatic's abil-  
ity to produce practical packaging ma-  
chinery to meet not only standard, but  
special packaging needs.

Not only Lever Bros., but Procter and  
Gamble, Colgate-Palmolive-Peet, and  
the majority of the country's soap man-  
ufacturers rely on the efficiency, speed  
and dependability of Pneumatic  
machines to do their packaging.

The Pneumatic Scale system in-  
cludes over seventy different types  
of standard packaging machines,  
designed to package both dry,  
free flowing materials and liquids.

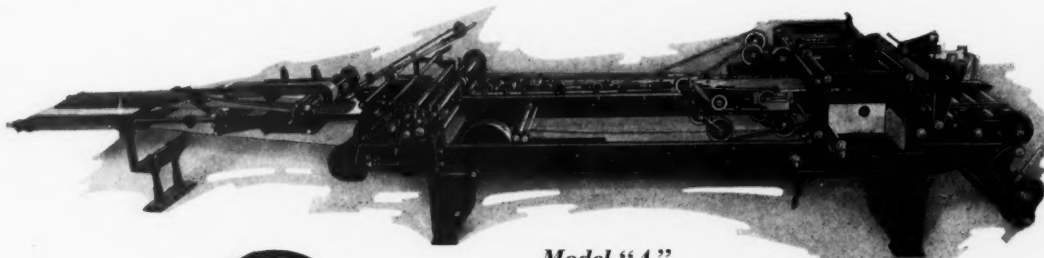
## PNEUMATIC SCALE PACKAGING MACHINERY

PNEUMATIC SCALE CORPORATION, LTD., 71 NEWPORT AVE.,  
NORFOLK DOWNS (QUINCY) MASS.

Branch Offices in New York, 26 Cortlandt St.; Chicago, 360 North Michigan Avenue;  
San Francisco, 320 Market St.; Melbourne, Victoria; Sydney, N. S. W., and Trafalgar  
House, No. 9 Whitehall, London, England.



## WRITE YOUR OWN SPECIFICATIONS



*Model "A"  
International*

FOR A



FOLDING AND  
GLUING MACHINE

What do you want in a folding and gluing machine? We'll let you write your own ticket because we know from experience that International meets all requirements.

With its Patented Automatic Pressure Feed which saves time, labor and money and its Patented Horizontal Stacker, with end or side delivery which eliminates jams and smearing, you have the latest improvements in folding and gluing machine design. Then again, its dependable, long-life operation is a factor you'll want to include in your specifications.

There are many other factors that go to make for "International" preference but you write your own specifications. When you have finished compare them with the International specifications and see how remarkably close the two are.



**The International  
Paper Box Machine Co.**

**Nashua, New Hampshire,  
U. S. A.**



Gardner-Harvey bought their first International many years ago. Since that time, they have repeated until they have a long line of Internationals, as you can readily see.

A detailed cost, upkeep, and operation record testifies to the soundness of the International investment.

International Folding and Gluing machines are highly favored in Modern Industrial Plants. There is only one answer for this preference—Internationals give, unfailingly, fast reliable service and give it economically.

No fear of lost orders, lost efficiency, lost profits—not with International. It's too good an investment.

Make it a point to investigate International. See for yourself why International is a good investment.

## **The International Paper Box Machine Co.**

**Nashua, New Hampshire,  
U. S. A.**

## **GARDNER-HARVEY KNOW A GOOD INVESTMENT**



# OPEN-FACE Wrapping



by the

Battle  
Creek

**CELLO**

**SEAL**

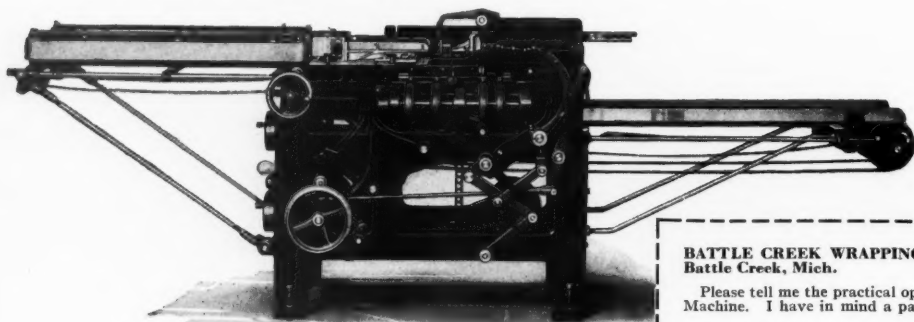
Convertible and  
Adaptable to  
Many Products

Transparent  
Wrapping  
Machine

In transparent wrapping, this is the outstanding machine for versatility: It is not only quickly adjustable for a variety of package sizes but also wraps, without change, "open-face" packages which display the product inside protected by Cellophane.

For many products, the type of wrapping illustrated above is a tremendous sales stimulant. A printed illustration on the carton could scarcely show how safely sanitary is the enclosed rubber doll—and show at the same time exactly what it looks like. This is protection plus full revelation. For candy and all dry food products, for any product whose clean fresh appearance will help its sale, this package holds big possibilities.

One Battle Creek Cello-Seal, or a battery of them, can package your output smoothly and uniformly no matter how miscellaneous the sizes, open-face or closed. Ask us to put the details about the Cello-Seal before you.



Send  
this  
coupon

**BATTLE CREEK WRAPPING MACHINE CO.**  
Battle Creek, Mich.

Foreign Representative:  
C. S. du MONT

Windsor House, Victoria St.,

London, England

**BATTLE CREEK WRAPPING MACHINE CO.,**  
Battle Creek, Mich.

Please tell me the practical operating details of the Cello-Seal Machine. I have in mind a package .....x.....x.....inches.

The product is.....

☐ Mail the information. ☐ Have a representative call.

Name.....

Firm.....

Address.....

City..... State.....

MP 12-31



**Speed Up**  
your distributors'  
sales with this  
dual purpose  
box!

**Container and  
bellows-duster in one unit!**

If you manufacture an insecticide or fungicide for household or garden use, here's a new container that will make your sales climb faster than you believe possible.

To use this box as a *bellows-duster*, it is only necessary to pull rip cord at one end and puncture seal over exhaust hole, as indicated. It is economical. Consumer need not purchase an additional spraying device. It saves time. The powder or dust is not transferred from its original container. It is easy to handle, does not tire the user, and covers a wider area than the ordinary sprayer commonly in use.

This is a container of unusual merit and worthy of your careful consideration.

Write for sample and full particulars.

**KEYSTONE BOX COMPANY**

28th & Smallman Sts.

Pittsburgh, Pa.



## THE CLOSURE IS THE CLIMAX—

HANDS reach first for the cap or cover, eyes gravitate naturally to the spot of color at the neck of your jar or bottle. Give your product the finest of bottles, the best designed of packages and labels, by all means . . . . but remember the most ideal combination of these three may be ruined by a closure which is found wanting, either in construction or artistry.



Kurz-Kasch jar covers and bottle caps are designed to gain the highest in attention value, to remind the user each time he or she opens your product, that you think enough of your article to give it a beauty of line and a sturdiness of construction of the highest order.

Thus every Kurz-Kasch closure becomes a silent messenger, bearing an impression of quality and care to each user at the moment when he is most subject to such impression. Kurz-Kasch covers and caps are "better" closures . . . . and, as such, they identify your article as a "better" product.

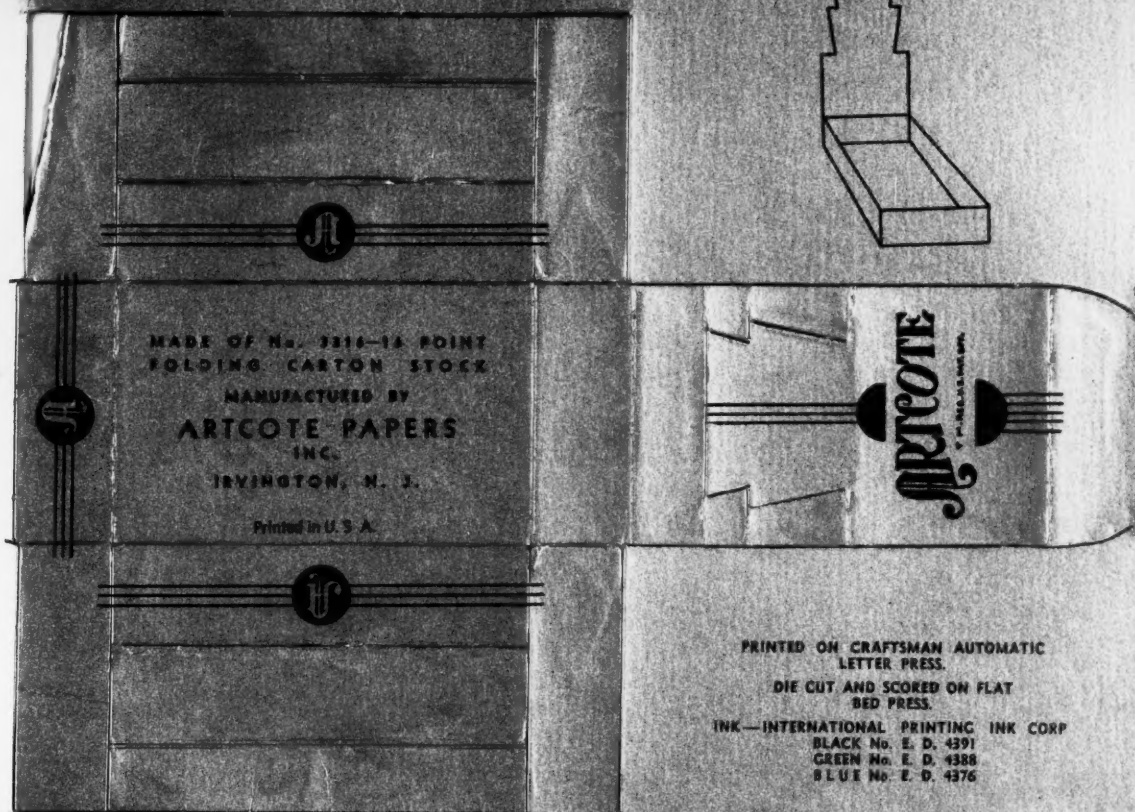
*The* KURZ-KASCH COMPANY  
— *Moulders of Plastics* —

NEW YORK

DAYTON, OHIO

CHICAGO





## TAKE THIS SMALL DISPLAY CARTON AND SET IT UP . . .

Test it any way you wish--

Note its brilliant attractive appearance--  
Its excellent strength, scoring, folding and  
printing qualities.

This sheet is ARTCOTE No. 3316-16 point  
Folding Carton Stock.

Manufactured by  
**ARTCOTE PAPERS**  
INC.  
IRVINGTON, N. J.

VISIT OUR BOOTH



AT THE FORTHCOMING

PACKAGING EXPOSITION

CHICAGO, MARCH 1932

PALMER HOUSE

Printed in U. S. A.



**EXCELLENT PRINTING SURFACE  
FOLDING AND GLUING QUALITIES**

**WATERPROOF • TARNISHPROOF • SCUFFPROOF • DURABLE**

Lead the trend toward today's fast predominating favor for Gold and Silver by using ARTCOTE for your cartons.

If the tube, jar or bottle is distinctive and good-looking make sure that the carton container is equally attractive, for consumers get their first impression from the display package.

ARTCOTE Gold and Silver Papers lend an air of elegance and luxuriousness to a product. They are concrete evidence of quality.

ARTCOTE Folding Carton Stock is supplied in three different thicknesses (16, 20, 24 point) and in any of our standard silver or gold shades.

Working sheets and samples gladly sent on request.

Play safe and be sure of quality;

Specify and use ARTCOTE Folding Carton Stock.

Manufactured by

**ARTCOTE PAPERS**  
INC.  
IRVINGTON, N. J.







# A NEW IDEA in Candy Merchandising



Nunnally's candy units are now being shipped in the new Freshidor Pack. Note how the qualities of Cellophane are being successfully merchandised by the distinctive Freshidor Pack label appearing on every unit.



## Cellophane

Moistureproof Cellophane is a patented product of the Du Pont Cellophane Company, Inc.

GIVE Nunnally's credit for something new and unusually interesting in candy merchandising—the FRESHIDOR PACK. Then credit Moistureproof Cellophane for its share in making this pack possible.

By using Cellophane, Nunnally's created a unique and profitable merchandising idea for a complete candy line. They gave dealers not only an attractive line of candy, but a clever and effective sales appeal that has proved unusually successful in building up their sales. And by featuring many open-faced units, they have capitalized to the limit on the appeal to the eye and appetite which leads to extra, impulse sales.

It is profitable to dress your product in a modern Cellophane-wrapped package, but even more profitable to build your merchandising plans around the sales-stimulating qualities of Cellophane. Let us send you a new booklet, "Selling Through Cellophane." Du Pont Cellophane Company, Inc., Empire State Building, New York City.

### Two kinds of Cellophane

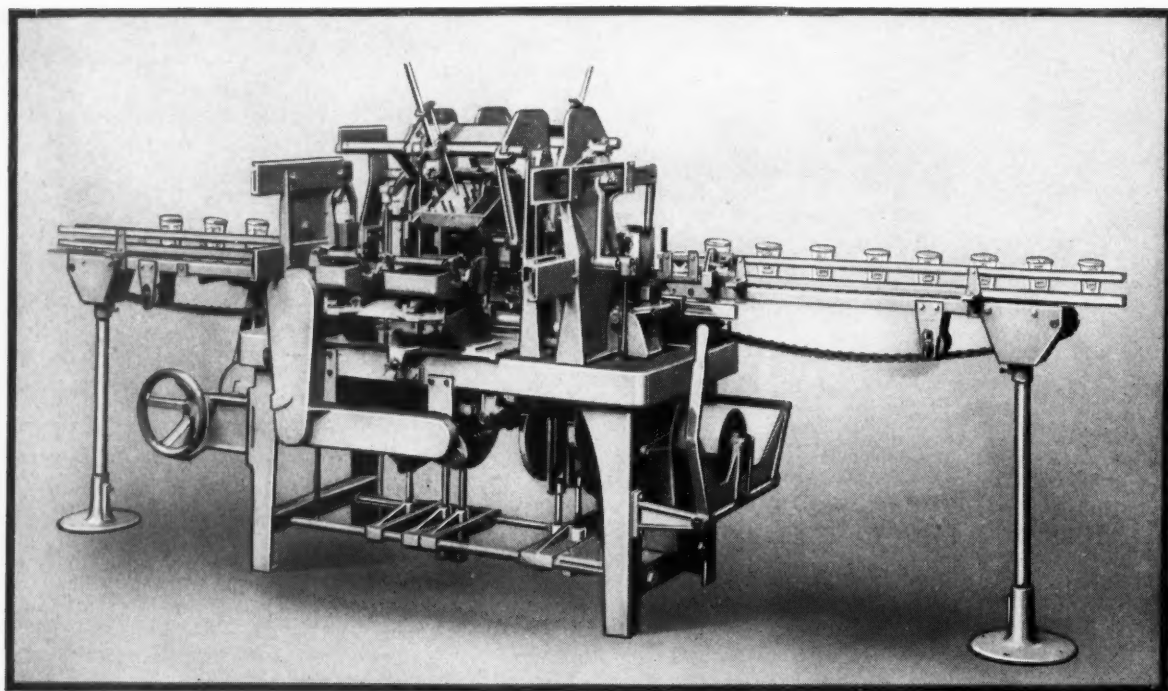
There are two kinds of Cellophane—Plain and Moistureproof. They look alike but are different in their protective characteristics. Both have 100% transparency and sparkling lustre. Both are dust- and air-proof, grease- and oil-proof. Moistureproof Cellophane has the additional advantage of being moisture- and vapor-proof. It preserves the original freshness and flavor of a product—sealing in the natural moisture or protecting against absorption of moisture from without. The particular need of your product will determine the proper kind of Cellophane.



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## Hundreds of Satisfied Users Heartily Endorse World Labelers



### WORLD AUTOMATIC STRAIGHTAWAY LABELER

Two types—for face labeling or double labeling at one operation. This machine is proving an outstanding success in labeling flat, round, oval or panel bottles, jars and other packages. Various sizes handled on the same machine.

Let World Labelers solve your labeling problems.

ECONOMIC MACHINERY COMPANY

*Largest Manufacturers of Labeling Machines in the World*  
WORCESTER, MASS., U. S. A.

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# WORLD LABELERS

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## ANNOUNCING THE NEW IMPERIAL OBLONG



The interesting detail shown in this three-quarters view of the New Imperial Oblong adds greatly to its sparkling beauty. From any angle this new container presents an appearance that is bound to make its contents sell faster.

Owens-Illinois takes great pride in announcing the Imperial Oblong—a bottle of unusual distinction. The Imperial Oblong has all the refreshing smartness of really correct modern design—conceived in such a way as to give it pronounced “eye appeal” in any display. It is decidedly the type of container that says “sales” the minute you look at it.

Imperial Oblongs are designed and built to combine all necessary practical features so essential in these days of fast production methods. Filling, capping and labelling these new bottles present no problems. We shall be glad to submit samples and prices of Imperial Oblongs at your request. Owens-Illinois Glass Company, Toledo, Ohio.

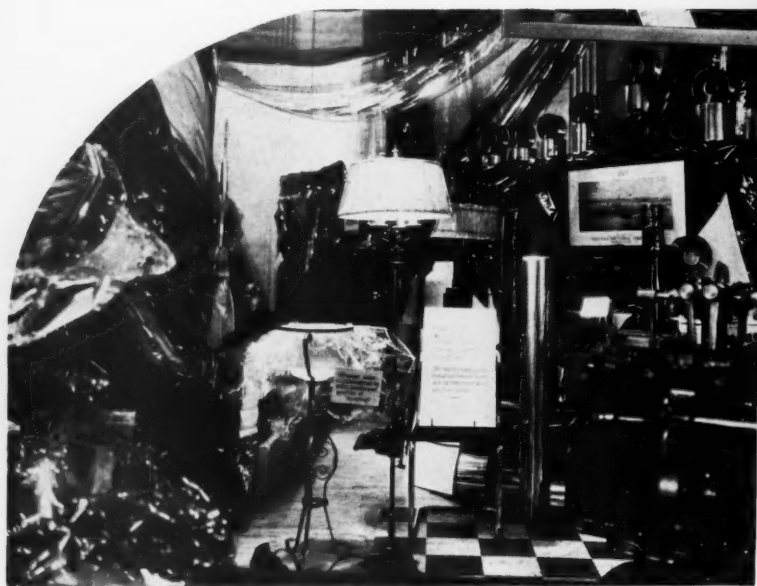


Imperial Oblongs are made in five sizes, ranging from 1 to 16 ounce. G. C. A. 400 finish is standard on these bottles, making them available for use with a great variety of metal or molded caps.

# OWENS-ILLINOIS

BOTTLES AND GLASS CONTAINERS

# A Remarkable Window Dis p



## MERCH WRAPPED IN THE

Nothing could better indicate the vast extent to which SYLPHRAP (transparent cellulose paper) is used for wrapping merchandise of almost every conceivable kind, than the photographs shown above. Hundreds of products are shown—ranging from objects the size of a thimble to articles as large as floor lamps.

Gimbel's [Department Store] in Philadelphia considered this modern method of wrapping of such interest to their customers, that they devoted three of their show windows for the display—three of the largest show windows in the East.

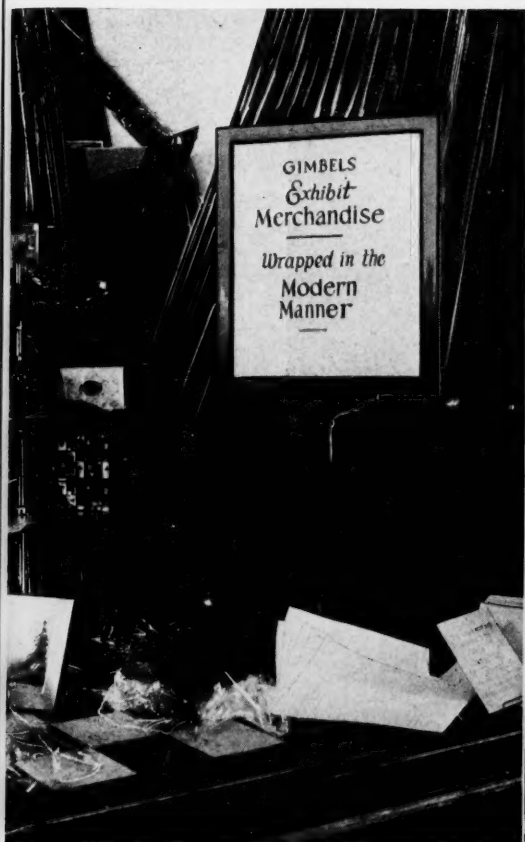
These transparent wrappings are a great boon to manufacturers of almost every conceivable

# SYLVANIA INDUST

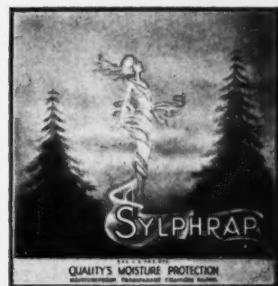
EXECUTIVE AND SALES OFFICES:

122 E. 42nd St., NEW YORK, N. Y.

# is play at Gimbel's, Philadelphia



MOISTUREPROOF



## ANDISE MODERN MANNER

product. They provide a perfect protection for the product and at the same time give it eye-value.

SYLPHRAP works equally well in rapid automatic machines or hand wrapping. The former was demonstrated by the faultless run of the cigar wrapping machine with Moisture-proof SYLPHRAP, continuously throughout the six days of the exhibition.

Perhaps you have a product the sale of which could be greatly increased by this modern method of wrapping. Our technical staff can give you many helpful suggestions. This service is rendered without charge or obligation.

# TRIAL CORPORATION

PLANT:

FREDERICKSBURG, VA.

DECEMBER, 1931

21





## Winning the "counter battle" with effective display

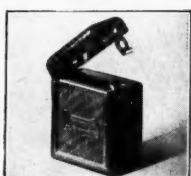


High quality contents will win consumer acceptance. Fine modern packages will stimulate the choice of your product. Well planned advertising will bring prospects into the market place to buy. But, unless your product is attractively and prominently displayed, the fickle buyer may pass it by. Unless the display reflects the quality of your merchandise, your well laid plans may fail.

An interesting solution to this problem has been developed by Yardley, Inc. An attractively designed, richly colored display piece has been conceived of lustrous, durable Bakelite Molded. In this fine setting a single

jar of cream stands out like a star performer upon the stage. Isolated from competition, on the front line of counter display, this device reflects and enhances the beauty and quality of the product it contains.

In addition, these permanently beautiful Bakelite Molded displays will help the retailer's sales and add to the appearance of his store. Frequently he will be willing to invest his own money in such a device for it will pay him dividends over a considerable period of time. We are prepared to assist you in designing and making Bakelite Molded display devices. Write us for full information.



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247 Park Avenue, New York, N.Y. Chicago Office: 635 W. 22nd Street  
BAKELITE CORP. OF CANADA, LTD., 163 Dufferin St., Toronto, Ont.

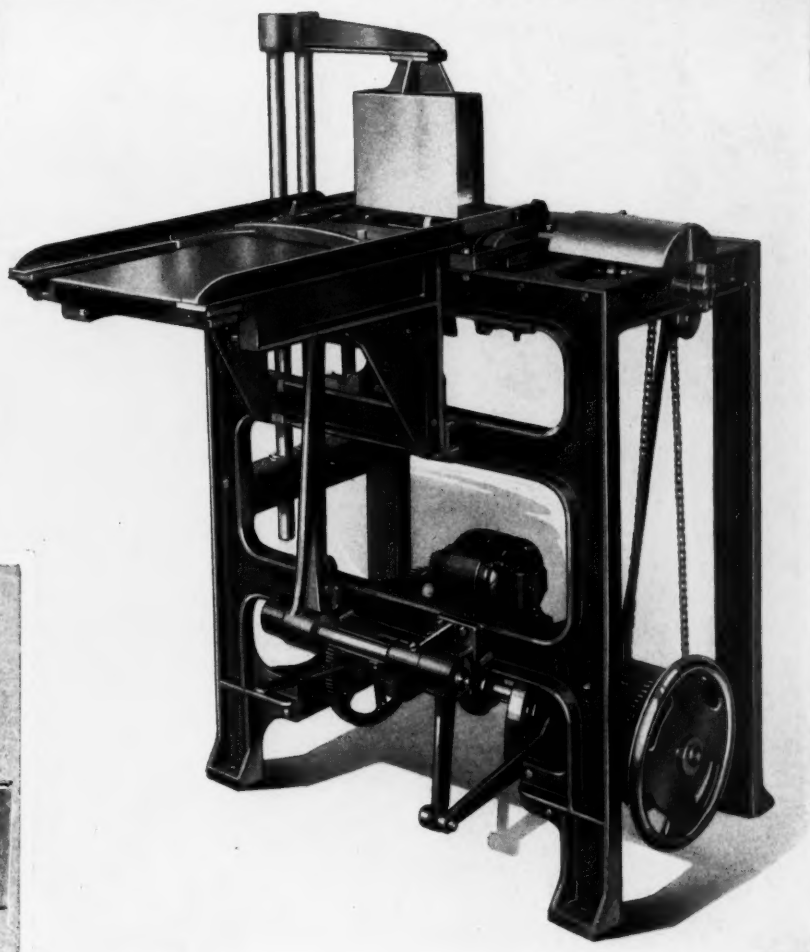
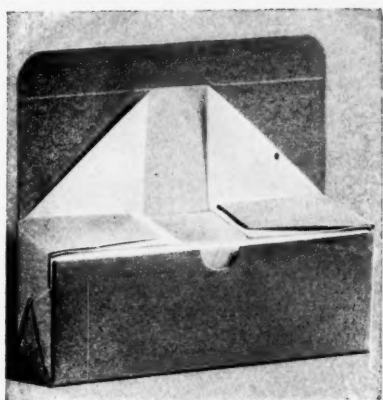
# BAKELITE

The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation. Under the capital "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products.

## THE MATERIAL OF A THOUSAND USES



# **PETERS** **JUNIOR** **FORMING** **& LINING** **MACHINE**



## **Let the Peters Junior** **Cut Your Carton Costs!**

**N**OW it is possible for even small plants to secure quantity production—at lower costs.

The Peters Junior automatically forms and lines 35 to 40 cartons per minute, with the same perfection as larger and costlier machines, and requires only one operator.

It takes up but little floor space, and because of its adjustable features

can be changed quickly from one size of carton to another.

We shall be pleased to send you complete data and specifications covering this machine, and also give you the names of concerns in your vicinity using Peters equipment.

Put your carton problem up to us. No obligation involved.



**PETERS MACHINERY COMPANY**  
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**10,000  
DOCTORS  
IN QUEST  
OF IDEAS**

**♦ ♦ ♦ ♦ SO  
PACKAGING  
GOES UNDER  
THE KNIFE**

**T**en thousand men who are vitally affected by packaging's significant modern merchandising role—who seek ideas, economies, materials, methods—who need new packages and new science and new stimuli in the use of packages—these ten thousand will attend the American Management Association's Second Packaging Exposition, Conferences and Clinics, March 7th to 12th, inclusive, in the Palmer House, Chicago.

This dramatic week became imperative through the signal success of the A. M. A.'s First Packaging Conference, Clinic and Exposition, in New York City in May of 1931. There, from all parts of the country, a vanguard of executives, concerned with the uses and problems of packaging, appeared and analyzed and matched . . . and asked for more!

They will return with still more thousands to the March mid-continent Packaging Week. Broader in scope, maturer in method, more inclusive in detail, *practical in every aspect*, it sounds that call of common-sense advancement through discussion, examination and comparison which you must heed!

To every package-user, to every searcher for the optimum in every phase of packaging, packing and shipping, the A. M. A. says "Come!"

**A • M • A**

s e c o n d

**PACKAGING  
EXPOSITION  
CONFERENCES  
AND CLINICS**

♦

**PALMER HOUSE  
CHICAGO**

♦

**MARCH 7-12  
1932**

—

**EXPOSITION  
HEADQUARTERS**

at

**Room 602  
225 West 34th Street  
New York City**

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for INSECTICIDES • DISINFECTANTS

DEODORANTS • POLISHES • GLYCERINS

SOAPS • DRY CLEANING FLUIDS

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MOTH PREVENTERS • CENTRIFUGES

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CATTLE DIPS • OILS

MOUTH WASHES • AUTO WAXES

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2510 Highland Ave.  
Jefferson 2201

Dallas, Texas  
1118 Praetorian Bldg.  
Dallas 2-5924

Denver, Colo.  
3033 Blake St.  
Tabor 4261

Detroit, Mich.  
1900 East Jefferson Ave.  
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THE Continental Representative skilled in "Packaging to Sell," offers the knowledge and experience gained thru many years of helping solve the package problems of many diversified businesses.

He also offers the advantages of Continental's large resources—38 plants strategically located from coast to coast . . . sales offices in principal cities . . . completely equipped research and development laboratories . . . a skilled organization of engineers and designers—all "Partners in the Business," with a deep personal interest in serving you well.

You will find it to your advantage to consult a Continental Representative. Write, wire or phone the sales office nearest you.

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Passaic, N. J.  
217 Brook Ave.  
Passaic 3-2115

St. Louis, Mo.  
P. O. Box 1242  
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Wheeling Steel Corp. Bldg.  
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## CONTINENTAL CAN COMPANY, INC.

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"It's Better Packed in Tin"



# SEALING BOXES



with  
**BLISS**  
PORTABLE  
STITCHERS

A large Western canner is using a battery of Bliss Portable Wire Stitchers for the temporary sealing of can cases for inter-plant shipments and sometimes for their final sealing for shipment to customers. The cans are slid on or off the conveyor without any lifting and the whole operation is very fast and economical.

Note how these stitchers are supported by means of a spring from overhead, enabling the operator freely to move the machine in any direction without having to support even the small weight involved. The containers need not be removed from the conveyor line or handled in any way. The portable feature of these Bliss Stitchers makes it easy to take them to the cases—rather than the cases to the stitchers.

Containers which are of unusually large dimensions or exceptional weight, which are difficult to handle on a regular top stitcher—are also sealed with ease and speed by Bliss Portable Stitchers.

Perhaps you can use them to advantage in your plant. May we send you descriptive matter and full particulars?

## H. R. BLISS COMPANY, INC.

Manufacturers of Wire Stitching and Adhesive Sealing Machinery for All Types of Fibre Containers

NIAGARA FALLS, N. Y.

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profit or quality must be sacrificed to retain your expensive outer wrap, don't do it.

## RIEGELINE

Gives you 90% transparency, splendid strength—is not affected by varying weather conditions (won't stretch in wet weather or shrink to the splitting stage in dry)—seals easily and rapidly on standard wrapping machines—no special adhesive required.

## RIEGELINE

is sold by the pound in sheets or rolls of any size at remarkably low cost.

Write now for samples and prices. If moisture protection is also needed, specify RIEGELITE. Please state your product, or better still, furnish a dummy package to be wrapped and returned.

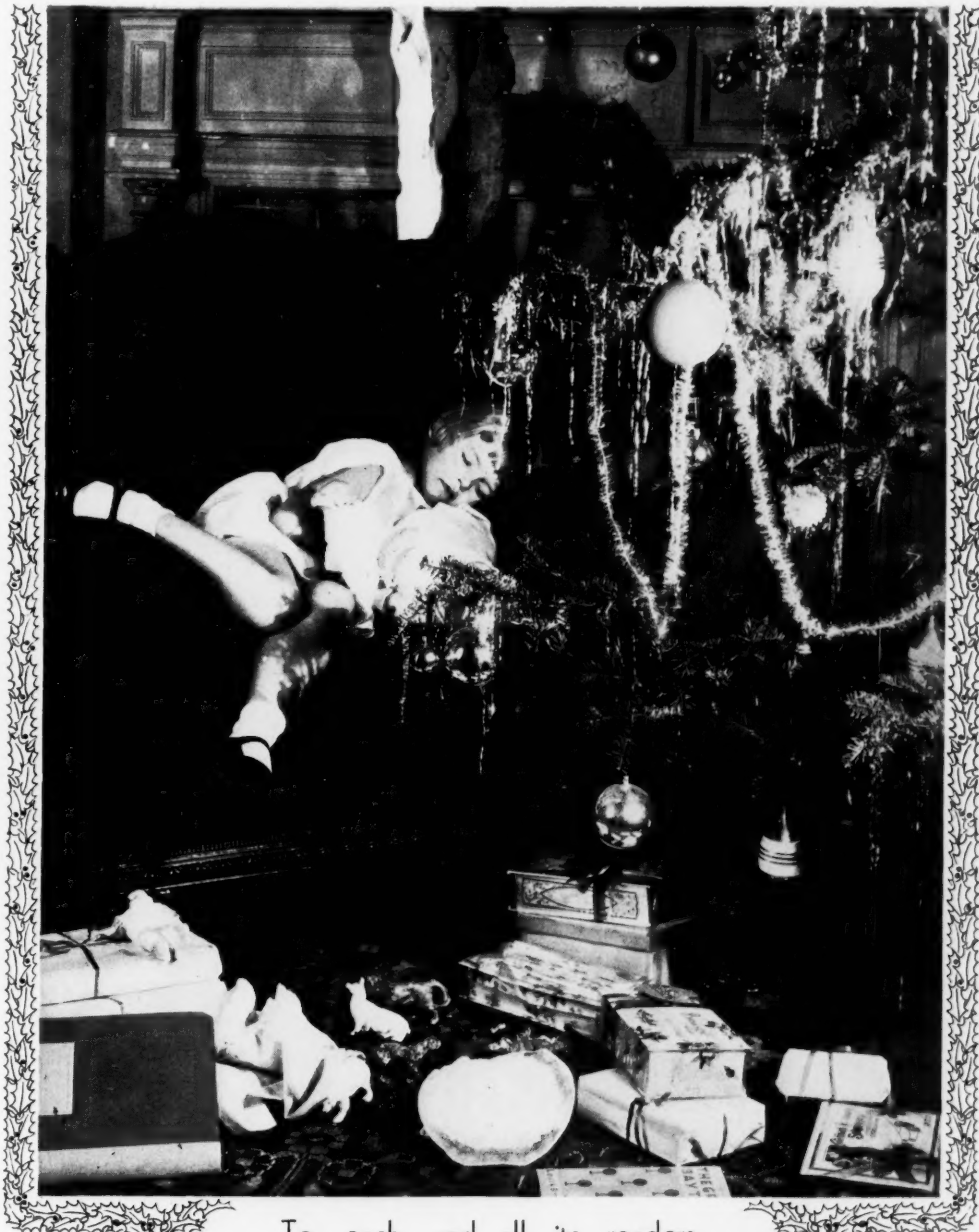
**RIEGEL PAPER CORP.**  
**342 Madison Ave.**  
**New York City**



# MODERN • PACKAGING

DECEMBER - 1931

VOLUME FIVE—NUMBER FOUR



To each and all its readers  
MODERN PACKAGING extends a  
sincere wish for health, happi-  
ness and success.

**CHRISTMAS, 1931**

DECEMBER, 1931

27

# Strive for Flash in Candy Displays

By Tucker Wayne - - Advertising Manager, Tom Huston Peanut Co.

GENERALLY SPEAKING, manufacturers of five cent confections have made little effort to keep step with the present trend toward more attractive and modern display cartons. One has only to glance over the counters of a drug store to see that there is little difference in the candy cartons of today and those used five years ago, whereas, in practically every other field there has been a significant change to modern containers. Why are candy manufacturers so slow to take notice of this modern trend in displays when every day sees other

manufacturers improving the dress of their products and enjoying the increased sales? Of course, the small margin of profit in five cent confections makes it necessary to use inexpensive stock and limit the number of colors. But that is no excuse for using poor designs and unattractive color combinations. Often the price of five cents on a confection box is absolutely unnecessary as the general appearance of the container radiates "cheapness." What an unjust blow this deals the quality candy that is being offered for sale!

Photo by Rehnquist



I am thinking now of a certain manufacturer whose candies enjoy national distribution. In my opinion, they are among the best in the five cent field, but the individual packages and cartons are by no means as outstanding as the products themselves. They are literally plastered with copy. So much so, that you see only a jumbled mass of words, which nine times out of ten are not read and only serve to detract from the effectiveness of the display. By striving for simplicity and less copy, this manufacturer could make his packages and cartons very distinctive and impressive.

It is a mistake for a manufacturer to try to get by with the cheapest possible designing for his display boxes. As a rule, the cartons represent his only form of contact with the consuming public since a candymaker seldom uses any amount of advertising. Hence, to make a favorable impression, for his cartons to be honest-to-goodness sales units and not mere paper containers, it behooves the manufacturer to spend a few dollars more for art work instead of using amateur designs and types that look like box car letters. Then, too, by employing experts for the designing of cartons, the glaring blunders so often seen on display containers are less likely to occur. For example, several different type faces on one carton...

half-tones on a coarse surface stock...Bendays that fail miserably to portray the desired effect, and poor color schemes.

Flash and clash are two things that should be watched closely when selecting colors for a carton. It should be remembered that five cent candies are classed as spot purchases. A consumer seldom deliberates over the purchase of a confection: He walks up to the counter with a nickel in his hand and a knick-knack on his mind. The display that flags his eye first—that flashes before him—is the one which will get his nickel. Hence, the importance of pleasing colors that make a flashing display.

Some manufacturers lean toward colors which harmonize with the individual packages, others work for a decided contrast. Both make a pleasing ensemble provided the right colors are used. Personally, I prefer colors for the display carton that serve as a background for the individual packages. In our own work, we make a number of small, miniature color dummies before deciding on a color combination. By using small dummies, five or six can be made at approximately the same cost as one of the proper size, and after going through a process of elimination, we usually hit upon the right colors. Frequently two or three different combinations are selected, and from them we make the regular carton. These colored dummies are placed in different stores and tested for their sales strength. All things being equal, the carton which enjoys the most popular sale is the one we use.

There is still another factor besides copy, designing and colors, which should receive consideration. This is continuity. "Keep them in the family" is just as important with five cent candies as in other lines of commodities. A distinctive style of lettering for the manufacturer's name or an unusual design or color scheme should appear on every display carton in the line so as to immediately identify each carton as a product of that manufacturer. Of course, the same mark should likewise appear on the individual candy wrappers. In our candy line, the name "Tom's" in a triangle appears on every carton and individual item. Our main product, Tom's Toasted Peanuts, as illustrated on this page, has a red and blue triangular label over the top of the bag and as all of our advertising is conducted for this product, it is but natural that we should use the triangle motif for our entire candy line due to the excellent tie-up and good-will the design enjoys. The triangle appearing on the top of every carton, as the accompanying illustration shows is conspicuous and immediately identifies the product.

Continuity in a candy line is necessary

for several reasons. Few candies remain on the market for a long period of time. The public's desire for something new cuts short the life of a confection. The manufacturer is kept busy thinking of new items to replace those that are fading out of the picture. If he has established some mark with which the trade has grown familiar, it paves the way for each new product introduced. A new item with its "memory mark" has a large amount of good-will to ride in on, provided the manufacturer produces quality merchandise, and the task of breaking the ice, so to speak, with every newcomer is not necessary.

Good display cartons will go far in capturing more candy business, but many are shot out on the market with little or no thought as to the selling job they are capable of doing. Just as the palatability of a product is tested, so is it important to test a display carton for its selling power. It is wrong to think that simply because kids represent a large part of the five cent candy market, a manufacturer can afford to turn out cheap displays. Children are attracted by a pleasing ensemble as much as grown-ups. And how important it is to make a favorable and lasting impression on young boys and girls! They are the market of tomorrow.

In commenting on boxes for five cent confections, I do not imply that there are not some fine displays in use. Quite the contrary, there (*Please turn to page 72*)

Photo by Rehnquist







*Three examples from the group of cigarette packages of foreign workmanship placed on display by Mr. Switzer. The box in the background is made of wood and despite the apparent labor put into it, production costs are less than on paper packages, it is said. The two smart packages in the foreground make use of paper.*

## What Is There for Us In the Foreign Package?

By George Switzer

THE AMERICAN MANUFACTURER and his creative artist can learn many lessons from the packaging of European merchants and manufacturers. The groupings of hand- and machine-made boxes from France, Germany, Austria and many of the smaller countries, now on display; the glass containers for foods; the representative packagings in metal; porous clay and cleverly wrought wood impress one with the care and artistry contributed by the European artist to their design.

The Europeans give us a beauty and simplicity that is almost classic in many of the economically manufactured packagings for their commercial products as well as in the wrappings for their de luxe merchandise. It is a blending of the commercial point of view with that of the artist and this viewpoint is well represented by the effectiveness of design and perfection of workmanship

of the wood cigarette boxes, one shown above, from the factory of Haus Neuerberg in Cologne. In spite of their attractiveness, I understand they cost less to manufacture than the ordinary paper packages. This economy is the direct result of the artist's knowledge of new materials, a practical advantage from the manufacturer's viewpoint of the retainership of the best designers.

The staccato use of color and the graphic design of the delectable cookie and small cake boxes bearing the Bahlsen imprint, from Berlin, are also significant of the development in European packaging. A high-point of their design is the use of color to stimulate appetite. Most of these packages depict the wares contained in the box, gaining a vivid effect by the use of bold color. Very often fruit, cut across to show the delectable, juicy inside, or berries, are symbolically reproduced to make irresistible appeal. The effective-



ness of this use of color can be appreciated by viewing the packages. They have been expertly contrived.

Other packages from the shop on Kurfurstendamm in the Neue West Ende of Berlin are outstanding. That shop itself is like a large package and is labeled *Leibniz-Keks*, as are the individual packages. The shop, the bright, gay packages and their contents are all extraordinarily tempting. Viewing the shop exterior, its interior and this merchandise one gains again an impression of the unity of the designing that is so marked in German commercial enterprises.

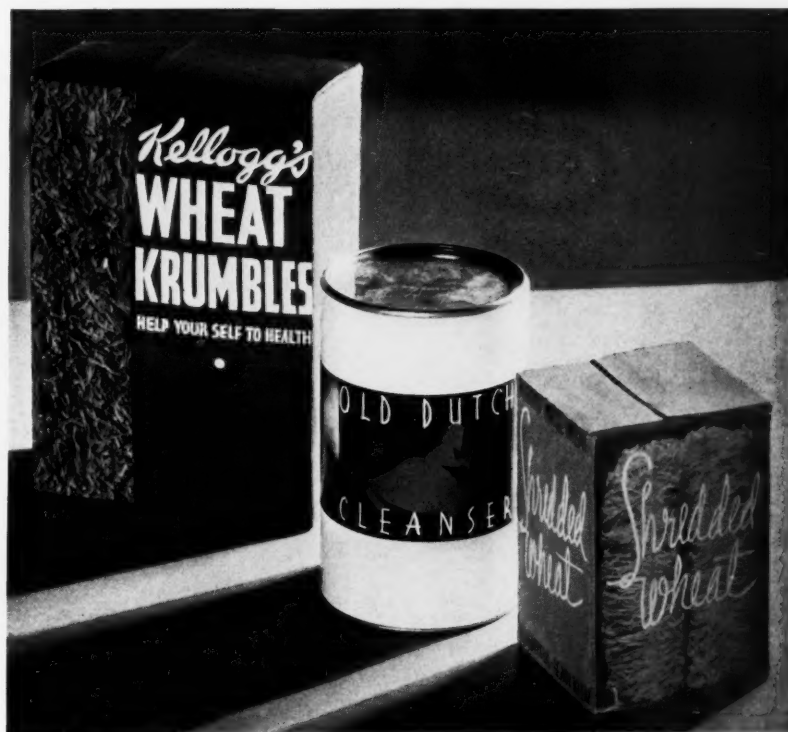
Another series of very inviting packages manufactured in Berlin is for the Bonbonnerie Floris, a Budapest candy shop. Since the War there has been an amazing development of Hungarian wrappings. It was Ludwig Kezma who started the revolution that has produced these untraditional packages. Not merely the wrapping papers, but also the labels and the details of wrapping have been worked out with delicacy and thoughtful care for the trifles that make perfection.

Packages representative of Margit Galambo's wrappings for the chocolate factory in San Thome show French influence, while those of Erno Jeges are reminiscent of the folk art of Hungary. All these boxes are so delightful that your immediate impulse, the moment you see them, is to save the box when the contents have vanished. Examining these examples of the work of European designers you are impressed with their significance as problems of art interpretation.

From Paris, a group of French cosmetic packages typifies the work of the hand craftsman at its best. These are de luxe packagings of French and American perfumes and toiletries. Some of them come from the factory in Paris called "Les Anciens Etablissements Lou-Bok" where Michel Kornfeld directs the work and takes the utmost pride in their craftsmanship. Some of these packages



*The humble carrot and the familiar olive achieve a distinction by these examples of French foodstuffs in glass. Note the use of an extremely small label to give the products high visibility. The East Indian relish has a label representative of its homeland.*



*Here are suggested packagings for three familiar American products by George Switzer, each one interpreting the content or the spirit of the content by its package design. Color is important in the designing for this interpretation. Though only suggested models, compare their sales and eye appeal with the packages now in distribution.*

require as many as thirty different operations in their manufacture. Suede-like linings, embossed crests and a supreme artistry in the blending of rich, jewel colors mark them as exquisite examples of the package artist's handiwork. Each one of them typifies the spirit of the merchandise represented, the costliness, luxury and refinement of the beauty merchandise that will ultimately appear in shops of the luxurious Fifties of New York and on Bond Street in London.

Other packagings from abroad are arresting for their artistic value. Wrappings from England, South America, China, Japan, Korea, India, Russia and Sweden present interesting studies in national motif and unusual design. The American designer regards them with interest. But—just how can French, German, Hungarian and other foreign packagings be used in merchandising to Americans; what lesson does the package with the foreign stamp teach American industry? Briefly it should not adopt, nor even adapt European packages. Americans live in the American way, not the Continental way. The whole tempo here is different. Americans do not talk the same way, nor eat the same way and, therefore, there is needed a solution for our own problems, not adaptations or answers to a different sort of questions.

However, what can be learned from our industrial contemporaries on the other side of the Atlantic is the way they go about finding the correct solution. Experience has taught them the immense advantage of getting expert advice. Forward-looking business men in Europe employ upon a permanent basis, for the making of every-day things of commerce, the talent of artists who are also inventors. These manufacturers realize that people are appreciative of beauty, even in things that cost only a few pennies. Whether such customers are articulate about aesthetic values is immaterial.

Over and over, the pennies tell the story for them. Sales repeat.

There is no doubt that the best available commercial artistry is already being brought to play upon the interests of American business, but there is a difference, an important one, in the manner of working. German industries appreciate the values of the physical appearance of every article and every item which they produce and which represents their product to purchasers. No matter how small or how inexpensive things are, everything to be handled is important.

For instance, Professor C. H. Hadank of Berlin developed the wood cigarette boxes, one of which is illustrated, and fashioned all the wrappings and advertising for the cigarette factory of Haus Neuerberg; and in the course of a few years all the advertising and wrappings issued by this company became a unit. He has designed everything that represents an industry to the public—from the van that delivers the merchandise to the little leaflets inserted in the package. Here is the German capacity for infinite painstaking care! And it pays!

To increase the attractiveness of commodities, many large German concerns retain counsel to check the appearance of their merchandise, their wrappings and their advertising, exactly as they retain lawyers for legal advice. Over and again, these manufacturers find that economies thus effected in production more than pay the retainer fee. This is a procedure widely practised on the Continent.

Professor Josef Hoffmann in Vienna has for thirty years been consultant to many leading industries in Austria. During that time the best talent in that part of Europe has gravitated to his studio with the net result that they have played a very important part in the commercial progress of the industries in that section.

Artist-designers such as (*Please turn to page 68*)



*This is what Berlin is doing on packages for cookies and small cakes. They give any retailer's shop atmosphere. The bold use of color and graphic design stimulate the appetite and practically nothing has been seen this side of the Atlantic for products of this nature that can equal them for sales appeal.*

# Single Line, Double Duty Equipment Produces Food Product Packages

By D. E. A. Charlton



*At the left is shown the tight wrapped package of Royal Chocolate Pudding. In the foreground: The method of folding over the inner bag liner for sealing in the top of the bag with the top flap of the carton, making a siftproof closure.*

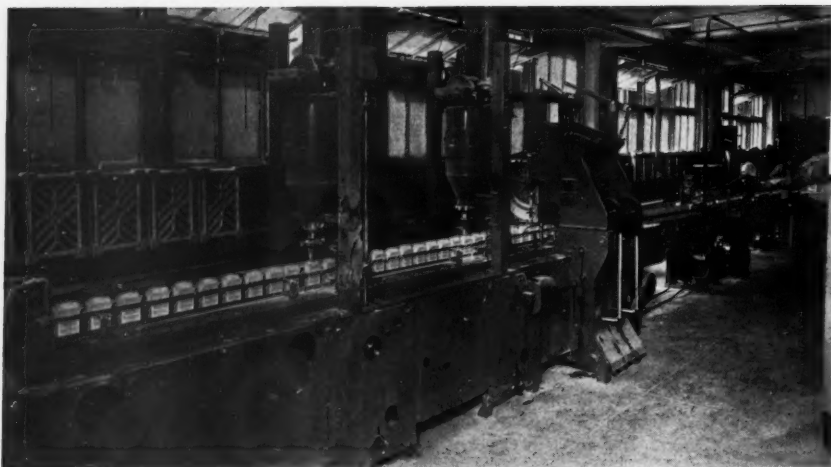
IN THE April, 1931, issue was described and illustrated the newly adopted package of the Royal Baking Powder Company—a part of Standard Brands, Incorporated. The new package for Royal Chocolate Pudding was shown in that issue, and it is with the packaging operations of this, together with those of Royal Vanilla Pudding, that the present article concerns itself.

The installation may be briefly described as one in which each single line performs a double duty. Royal Chocolate Pudding employs a tight-wrapped package, using a plain carton with an outer wrapping, while Royal Vanilla Pudding is packaged in a printed carton. Both cartons are provided with white waxed paper bags that serve as liners as well as to hold the pudding powders.

In each line, the knock-down cartons are fed from a magazine to an opening device that forms the carton which is then bottom glued and travels along a moving belt to the point where the liner bag is plunged into the

open carton. From here the cartons pass under two filler hoppers which discharge the required amount of powder, being so arranged that each filler takes care of alternate cartons. A complete filling is made at one time, and check weighing which is done at this point shows there is practically no variation in the volume that is filled into the cartons. The line of filled cartons then makes a complete turn and proceeds to the closing unit where the top of each liner bag is folded over and the end and side flaps are folded down and glued. The line then passes on through a pressure unit.

After delivery by belt to the packing table, the printed cartons are hand packed, 12 in each, in folding cartons and placed in corrugated boxes, each of which contains three dozen packages. If tight-wrapped packages (Royal Chocolate Pudding) are required, the line of cartons passes on from the pressure unit to a tight-wrapping machine. In this tight-wrapping unit a printed label or wrap is automatically placed around the



*The stream line for Royal Chocolate and Royal Vanilla Puddings. At the right, the unit for forming and bottom sealing the cartons, which then travel to a point where a liner bag is automatically inserted. The two filler hoppers are shown in the foreground*

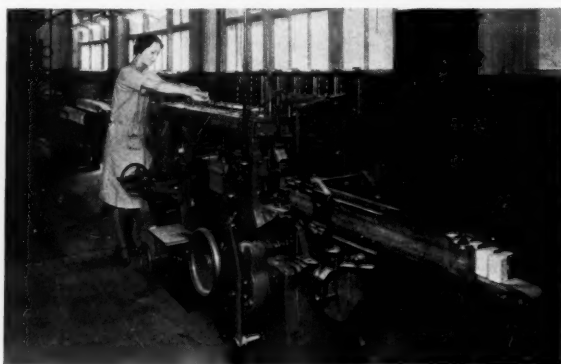
plain carton and glued. A date identification is stamped on each wrap so that a complete record of each package can be had.

Each line of equipment has a production of 60 complete packages per minute. The packages are somewhat different from other packages of the same style because a made-up dry waxed bag is used and the top of the bag is sealed in with the top flap of the carton, making an absolutely tight, non-sifting package.

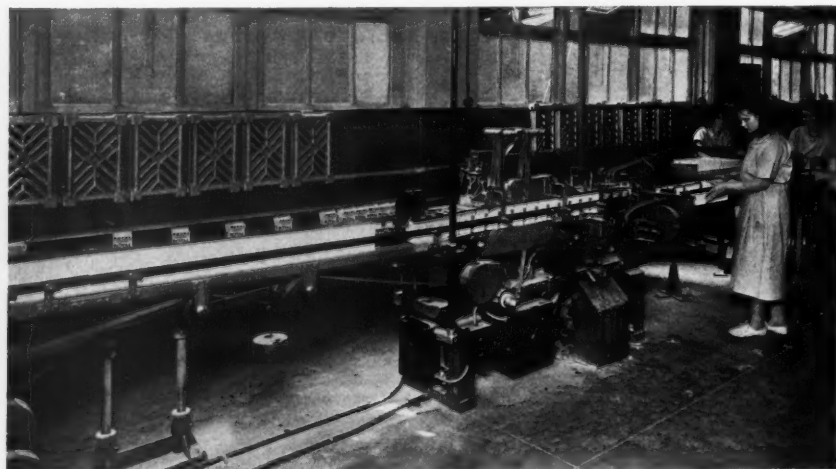
Among the several new features incorporated in this equipment are devices which obtain a better squaring up of the opened cartons, and a suction pump that actuates the knife blade used to open the knock-down blanks, thereby assuring more positive action. Safety devices are provided at exposed moving parts which offer possible injury. The attendants are attired in white uniforms and an impression of complete cleanliness prevails.

Modern in every respect, this installation offers a most interesting example of fully automatic production of food product packages which, in themselves, have won wide consumer acceptance. As pointed out in the earlier issue, the new group of packages, of which Royal Chocolate Pudding and Royal Vanilla Pudding form a part,

"while retaining the identity of the old, register certain interesting changes that are quite in accord with present-day practice in packaging. In arrangement of color and lettering a greater visibility has been attained; the



appearance of the package is brighter and more attractive; the convenience of the retailer, as well as that of the user, in the identification of the various flavors, has been greatly added to."



*Above: Tightwrapping machine in the packaging of Royal Chocolate Pudding*

*At left: Bottom sealer and pressure unit where liner bags are folded over, end and side flaps of cartons folded down and glued*



# There Is Room for Package Styling

By Ann Di Pace

There is a charm in package harmony which, even if we sought to discard every other factor that tends to make packaging of economic importance to industry, alone would make this division worthy of recognition. Though many are not conscious of the effect of clashing elements, packages which as a whole are not complete in their tie-up, unconsciously react not unlike musical discords. Proof of this is displayed in the physical and mental reaction to the package possessing the opposite characteristics. Such packages have the same stimulating effect, the same sense of pride one encounters when viewing his handiwork in a tasteful and harmonious home interior or, to use another simile, a costume whose accessories give it its air of smartness and distinction.

More sales are made through the medium of artistic ensembling than statistics could reliably report. Considerable strides have been made with color ensembling of packages and, from the very first, the response from consumers looked well in the sales ledgers of retailers and manufacturers. It is an element in package design which has occasioned intensive study among the creators and users of packages and not only in the form of decorative motif but in the actual materials used.

The ensembling of package materials, particularly that of phenol resinoids with other substances, hit the public mind with a force equal to the receptions accorded heroes of recent aviation feats. Every tongue banded back and forth the terms by which the various resinous materials are known. The use of transparent cellulose with folding boxes, set-up boxes and such caused what literally amounted to a furore in purchasing circles and, primarily, created a new set of selling principles. Styling has become the fundamental factor in the designing of packages until the number of packaged products that have not joined the band wagon has been reduced to a minimum. This factor has found its birth in various forms of styling expression, all of which, to the benefit of the industry, the manufacturers and the distributors, possess an equal proportion of the goal in merchandising—sales appeal.

Packaging is still in almost a virgin state. Much water has flowed over the dam since the first early days of the industry's development, in designs, materials and equipment. Every month brings its bit of progress, and creative ability (Please turn to page 67)





# IDEAS

By Martin Ullman

"Whatever goes up must come down!" . . . So they say. . . so should it be. . . But ask any retailer who stacks your packs hopefully up on the shelves. . . According to the latest figures released by the Bureau of Census there are 1,598,260 retail outlets. . . A staggering lot of turnover possibilities.

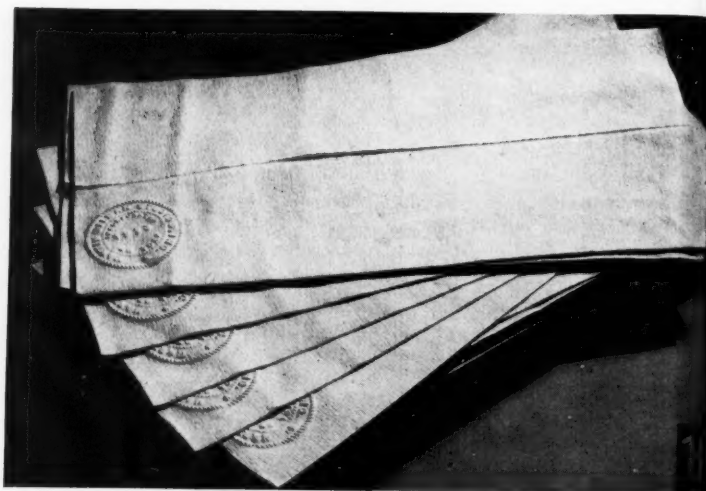
Then consider the number and variety of packages in a modern store. . . The narrowness of the space on which they are displayed. . . Look 'em over. The difference between one and another is rather less noticeable than the difference between eggs and eggs. . . The least important function of a package is that it shall contain. . . The important one is that it should advertise itself. . . Many packages are created without proper regard for the element of competition. . . When placed on the shelf with many others. . . some of which are larger in size. . . they become completely lost in their surroundings. . . Competition has placed the responsibility of sales on the outward appearance of the product. It counts very greatly for success or failure in the struggle of existence which is going on all the time among packaged goods. . . Its design, its color and, if possible, its shape should all cry out "HERE I AM!"

Are packages being identified as well as they can be? . . . The established practice of sticking a trade mark on the package is not enough for consumer recognition. There are ways proving better than other ways to identify by impressing. To capture tomorrow today, you must capture the eye, for capturing the eye is the whole battle. . . Let's begin where others left off.

All automobiles have four wheels. . . yet they don't look alike. . . Automobile manufacturers go further than just putting their trade mark on hub caps. . . Distinctive radiator shapes distinguish Packards from Plymouths. . . "Are you listening folks," even radio has caught on. Theme songs tie up with names of the stars. . . coming on and signing off. . . And if you remember your Torchy (Sewell Ford) stories. . . once there was a crackerjack newspaper photographer who wept tears because staff artists and staff reporters were permitted to sign their own stuff, but being a lowly photographer he couldn't. . . So our boy friend Torchy gets himself assigned as helper to this snapshotter, carrying his graflex. . . Torchy always got into the picture. . . somewhere. . . As these prints showed up in the paper, always with Torchy there. . . this man's work became recognized.

In review, every package should have more than just one identifying device to make itself known to the public. A trade mark alone is not adequate. To it one should add an individual container shape or a striking color combination or an eye-remembering design or even a delightful scent. . . "Back of the canvas that throbs, The painter is hinted and hidden. . . Into the statue that breathes, The soul of the sculptor is bidden". . . and so I take off my white whiskers to wish you my first "Merry Christmas" and remain just Kriss Kringle. . . a trade mark registered in Washington to give sure protection. \*\*\*\*\* © 1931 by Martin Ullman

#10. **EMBOSSING** to impress a trade mark. . . It's the little things that count. . . You know that old one of dripping water wearing away a stone but a pail of water dashed on a stone will make little noticeable impression. . . Idea No. 10 comes from Montreal, Canada, with these words. . . "With regard to No. 5 (see October issue) this has taken my fancy for the reason that it is so simple and easily put into practice. This might be further elaborated, particularly by an enterprising manufacturer of Tissue Towels and Tissue Hankies, by having the roll upon which the crepe is made, carry a mark which would be impressed upon each towel or tissue. It so often happens that a manufacturer supplying Tissue Towels will supply a cabinet with a first order and then substitutes are used afterwards for refilling the cabinets." . . . (Submitted by F. A. FAIRBAIRN, Ass't. Manager, Palmers Ltd., Montreal, Canada.)





**#12.** The DESIGN MOTIF becomes a pictorial trade mark... The outer expression is the individual form of publicizing the product... doing all the work of selling... Consider the many candy bars appearing side by side on the counters, huddled so closely together that the individuality of the majority is easily lost, especially when their dress is so similar... An example of the best use of a pictorial trade mark is IDEA No. 12 (The Longchamps package) which suggests the product it is intended to designate and yet marks it from its competitors by symbolic expression... What appears to be an abstract design is in reality made up of incomplete shapes of French units (Eiffel Tower, Gendarme, bottle table) woven into each other to make an exciting all-over design. Light and dark variations in color divide the background pattern on top and side. This "motif" can act as the identifying device for a family of products... The carry-over design also makes this package look larger than the old one although the size has not been changed... Business men are aware of the value of a trade mark but using one to its fullest advantage is, as the old horse trader put it, a horse of another race... (Suggested by MARTIN ULLMAN, New York)

**#11.** The BLACK-AND-GOLD BOX... using COLOR as the important trade mark device... We recognize a Woolworth Store by the "red" front. We refer to "yellow" taxicabs and even to "blue" coal... Color can play the leading part in the scheme of identifying... When one looks at the different packages in a store, it appears as though the rainbow has been put to work. There are so many red packages... and yellow ones... and green and blue ones... striking full primary colors and even demure pastel shades... Since few use less than two printings why not a two-tone effect to produce a trade mark appearance... and at minimum cost... A two color design to serve as an identification mark of the business it represents... Here is how it is done... Half of the package (top and two sides) is a black background with white or gold lettering... the remaining half (bottom and two sides) is a gold background with black lettering... A recent experience is worth recording here. The sales on a certain package were declining and it was decided to change the container, bringing it up-to-date... Upon investigating, I found that the trade had difficulty pronouncing the trade mark name... which was one of those coined ones... The firm would not change it... It was the wrong thing but it had to stay... Now a package must have a name... a handle for people to grab hold of... In re-designing the package I made color play the important and integral part of a trade mark, using gold liberally. The trade, from the start, asked for the "gold package" (there was no other gold package in use up to that time) and the increase in sales as shown on the sales chart is the best testimony for establishing color identity as a trade mark... Paper and printing and even molded plastics can be used for a two color package such as portrayed here... (Submitted by MARTIN ULLMAN, New York)

"RESOLVED for the New Year to give this Martin Ullman fellow a writing hand by..."

FILLING IN... TEARING OUT... AND SENDING TO  
IDEAS EDITOR.

Modern Packaging, 11 Park Place, New York

I VOTE FOR



AS THE

NAME

FIRM NAME

STREET AND NO.

CITY

STATE

POSITION

COMMENTS:

# Editorially Speaking — —

## Whose Ox Is Gored

We have watched with no little interest the development of certain competitive conditions within the packaging field that have to do with the adoption or acceptance of newer materials or, for that matter, the employment of materials previously established in industries other than packaging.

We have maintained a neutral position in controversial issues that have arisen as the result of such conditions, believing that in each instance any decision must be made by our readers. Our duty, as we see it, is to present the facts concerning materials—their characteristics, specifications, properties and other information that may be pertinent to their use as a part of the package or package assembly. Our position must be one which does not admit of favoritism if we are to maintain the respect of advertisers and serve the best interests of readers, who are not seeking for biased opinions but are desirous of securing all the facts available on this or that material.

It is natural to expect that in any industry, and especially in one which has shown unusual growth and promise in a comparatively short space of time, new developments in materials and methods will be constantly evident. Such a condition calls for action on the part of those who serve as suppliers to that industry. Such action cannot be passive; it must be aggressive and constructive.

Modern business has little patience with the wailer; it holds no brief for the concern or individual who, sensing that his sacred preserves have been encroached upon, tries to maintain his position with the argument that he, having been first in the field, is entitled to consideration ahead of the newcomer, the "gate crasher." Deplorable, we may say, but "survival of the fittest" is not entirely a new axiom.

There is abundant evidence of displacement among package materials. And yet, to view the situation in a happier light (for those suppliers who may be smarting under the lash of competition which they regard as unfair or uncalled for) we find that in many instances the increased use of packages has brought about the acceptance of newer materials as supplementary to those already established. Merchandise, which formerly was distributed only in bulk or without the benefit of packages, has adopted this new method of distribution, and this has caused a greater demand for

all materials, old and new, thereby enabling a volume that has sustained many suppliers of both in a satisfactory manner.

There are to be many more newer substances and materials, as well as older ones established in other industries, utilized in the field of packaging. The present suppliers may expect to be constantly on their mettle to hold their status or improve it. For them, two courses are open: either to conform to the needs of the manufacturers of packaged products, as stipulated by the latter, or to take the initiative in developing constructive ideas that can aid the manufacturer in selling. But for those who will not face the real issue, and refuse to realize that the package industry "do move," there is slight hope.



## Package Outlets

According to Bureau of Census figures, recently released, retail chain stores are responsible for 21½ per cent of the total retail store business in this country. There are 7046 chain store organizations in all, operating 159,826 stores or units, or about ten per cent of all the stores in the country. Sales of these chains for the year 1929, which is the basis of the Census compilations, aggregate \$10,771,984,034, as compared with total sales in all retail stores in the United States of \$50,033,850,792.

A detailed analysis of these figures shows that with the possible exception of the automotive group and furniture stores, all of the chains are distributing merchandise the greater volume of which consists of packaged goods. It would be interesting indeed to extend this survey further, to determine just what percentage of packaged goods is made up of the general brands available in both chains and independent establishments and that of private brands which have exclusive distribution among the chains. It is not a very clever guess to say that the latter will show an increasing ratio, for there has been, and continues to be, a marked trend in this direction.

In the early stages the available private brands of the chains were put out in packages that today would be classified as indifferent, even in comparison with those used by producers having a national distribution. But their shortcomings were overlooked to a

great extent, due to the differentials in the prices asked. However, this has been changed, and today we find excellent examples of well-designed and constructed packages that are used to contain privately branded merchandise. Packaging methods, also, are found to be comparable, among chain store plants, to those employed by national producers, due to the increasing volume required which has occasioned the enlarged use of automatic equipment.

These figures are enlightening and serve to point out to suppliers of equipment and materials the importance of the chain store group as an outlet for packages. To the user of packages they indicate a field that will be well worth watching, for undoubtedly many of the new developments to come from the packaging industry will emanate from this source.



### Christmas a Clearing Time for Package Ideas

At no other season is there greater display of color than at Christmas time. Not only do buyers seek those commodities which are presented in attractive packages for gifts, but these must be further embellished with gay wrappings, seals, ribbons and the like before they are tendered as tokens of affection or esteem. Every store window and counter is resplendent with colorful suggestions to tempt the buyer, and he is intrigued on every side with ideas that can add more personal expression to his gifts. Each year shows an increased effort to outdo the previous one in the variety of color and designs offered by such package adjuncts. And this increasing effort serves to exemplify, more and more, one of the cardinal factors in the use of packages—a greater appreciation of their contents.

Many of the materials used for auxiliary wrappings in this connection are staple and are included in the list of packaging supplies, as generally understood, while some are special to the occasion and do not find acceptance by the manufacturer who is concerned only with the dress necessary to the convenience and sale of his individual product. However, there have been instances, such as in the case of certain transparent wrappers, where the material, originally used as an auxiliary wrapping, has taken its place as an integral part of the package. Such cases emphasize the increasing opportunity that is offered to suppliers to obtain new or enlarged outlets for their products, and to manufacturers who wish to secure novel effects that add to the attractiveness of their packaged merchandise.

It may well be said that Christmas furnishes a clearing time for the distribution of package ideas. Not only does the manufacturer at that time put forth his best effort in the anticipation of substantial sales as the result of a stronger buying urge on the part of the public, but he appreciates that competition is keener and that extra impetus is necessary to those sales.

### Packaging Does Help

We have been reading through a recent release of the Department of Commerce, "Forging Ahead during Depression," in which is summarized a collection of instances of business and industrial firms who have made progress during the depression in manufacturing or increasing sales volume or profits.

Among the reasons given for such progress we find the following: "In five instances better packaging was held to be directly responsible for increased sales. Perhaps the most outstanding example of the effect of a smaller package is the case of a hair tonic manufacturer who, when his sales were falling rapidly, reduced the size of his product and sold it to chain stores here and abroad. The success was so great that he was forced to enlarge the capacity of his plant one-third and now his sales are at a record volume. It is stated that a tobacco company was required to put on a night shift to satisfy the demand created by a new package and its advertising. Drug, food products and tooth brush and powder manufacturers increased sales by modernized containers. Transparent wrapping of meats has increased the sales volume of stores and packers."

These instances are but a small proportion of the total cases cited by the bulletin and, as our readers well know, do not begin to include the examples that are to be found in the packaging field. However, as an indication of recognition, the mention is not to be overlooked.



### In Closing 1931

In closing the last issue for the year 1931, it is fitting that we take the opportunity of expressing to readers our thanks for the many courtesies that have been extended in the past twelve months. In review, we feel that we have much to be grateful for. The packaging field has made progressive strides.

Some groups, true, have felt the effects of uncertain business conditions but, in the main, the recognition that packages occupy a high place in the distribution structure of modern-day business has served to stabilize the package industry to the point where it has been less affected than many other industries.

Our participation in this has been one that is most gratifying. We have found new friends, and an increasing pleasure in the old—an incentive, beyond measure, to the continuation of such service as we have been able to render to the packaging industry.

As this issue reaches your desk, you, no doubt—regardless of how busy you may be—will be thinking of Christmas, now but a few days away. May we take the opportunity of wishing you the heartiest of holiday greetings. It is our sincere hope, too, that the coming year may hold a bountiful store of success and the good things of life.

*H. A. Gherlino.*





## Men Like Masculine Packages

By Edward Thompson

AMONG the half-forgotten slogans which have been used in the advertising of products is one that was applied by the manufacturer of a well-known (even today) brand of cigars: "I am for men." Such a slogan might well characterize the new molded plastic boxes which have just been placed on the market by Hickok as containers for belts and garters made by that company. For masculinity is evident—above any other impression that is created by these boxes—in color, shape, design and utility. The almost severe lines are moderated by a simple relief in decoration, and the effect produced is at once one of quiet dignity and appeal, furnishing thereby an excellent reason, to the conservative male, for their purchase.

On the front cover of this issue is shown in actual colors a reproduction of the box at the right of the group portrayed above. As may be seen, the orange-red cover

produces a striking contrast with the shiny black of the lower part of the box. The box shown at the top of the illustration, which also has a hinged cover, is mottled brown in color, and blends pleasingly with the brown leather belt contained therein. The garter box (below) is of two pieces, in black.

All of these boxes are planned for reuse, as may be dictated by the whims or convenience of the recipient. The brand trade mark of the merchandise appears on the upper side of the cover of each, as well as on the inside of the cover. The raised or embossed effects on each cover add to the attractiveness in the designs.

The appearance of these boxes and their acceptance emphasize that trend in merchandising which stipulates that sales can be stimulated if manufacturers look beyond the utility of the product. Efforts made toward a greater appreciation of packages are very worth while.



# Some Plain Words About Plastics and Their Design

By Hal Van Doren

FEW OF THE WONDERS of modern science are more startling than the invention and subsequent rapid development of phenol resinoids. Commercially they were scarcely known twenty years ago; today production runs into many millions of pounds annually, depression and all. And we have barely begun to appreciate their multitudinous uses.

Artificial organic substances analogous to the resins have of course been in use for half a century. Celluloid, for instance. But for one reason or another their applicability to industrial and merchandising problems has been limited. However, with the almost simultaneous discovery by Baekeland and Redman about twenty-five years ago of the phenol-

formaldehyde group of resins, and the development of the thermo-setting method of molding it into hard, infusible shapes, the industry received its first great impetus.

The first wide use of artificial resins was for small electrical fittings, where their dielectric properties and attractive appearance made them valuable. But as the technique of molding became more fluent, larger and more complicated shapes were successfully produced. A laminating process was devised for fabricating these organic compounds in hard, glossy sheets for table tops, paneling and the like. In another form it was used for gears, thus reducing noise and the need for expensive lubrication.

*Group of objects molded from Plaskon, a new urea-type resin, showing a few of the color effects obtainable. Courtesy of Toledo Synthetic Products, Inc., Toledo, Ohio.*



It was not long before excitable prophets were painting lurid pictures of a Plastic Age when our furniture, walls, tableware, even our houses, would be made of these chemically synthesized compounds.

The first dark colors of the phenol resins were then supplemented by lighter shades. But the basic color of the phenol compounds prevented really brilliant hues. Meanwhile chemists were at work all over the world salvaging from their waste pots numerous resinous substances which, ever since the dawn of organic chemistry, had been the disappointing by-products of other experiments. A new type plastic was derived from the casein in milk, which could be made in bright colors. The highly inflammable cellulose nitrate was metamorphosed into cellulose acetate, and produced beautiful translucent substances.

Among other light-colored developments were two urea-formaldehyde resins which, being of neutral shade in their natural state, were susceptible of brilliant coloration. A third urea-type resin, Plaskon, which is said to mold with equal ease and greater rapidity than the phenol compounds and which is available in a variety of brilliant, translucent colors, has recently been announced by the Mellon Institute of Industrial Research at Pittsburgh where it was developed. It is being manufactured by Toledo Synthetic Products, Inc., Toledo, Ohio.

The extension of plastic molding to the packaging field was a natural step. First came closures—tube caps, jar caps, stoppers. The cosmetic industry was quick to see the advantages of the plastics for powder boxes, cream jars, lipstick holders, compacts. The lustrous darks of the phenol resinoids, the brilliant hues of the casein, cellulose-acetate and urea types, appealed to women because of their glossy texture, their color and their extreme lightness.

Other manufacturers mounted the band wagon. Jewelers demanded molded cases for rings, watches and the like; novelty manufacturers took up the hue and cry with cigarette boxes, card cases, sewing kits and a thousand other everyday objects. Producers of food products and confectionery followed suit, until molded products began to take their place beside cardboard, paper, glass and metal in the packaging world.

If the purpose of this article were to offer a catalogue, one might speculate indefinitely on the possible applications of the resinoids to packaging, but it is intended rather to make constructive suggestions on design to the present and future user of molded packages.

From here on our story is no such pleasant fable of the "rags to riches" kind. If the truth must be told, the designer has lagged so far behind the chemist and the practical molder in developing the plastic field that he is practically out of the race. He has forced a material of infinite possibilities into inexcusably bad shapes. He has pattered around with its imitative possibilities, and completely ignored its genuinely inherent beauty.

Here we have a brand new material, new in every respect, something our grandfathers never dreamed of—so new, in fact, that although the twentieth century is only

thirty-one years old, it grew almost to manhood before it even suspected that such a thing existed. Synthetic resin is not metal, nor glass, nor wood, nor stone. Yet it shares some of the characteristics of each of these tried-and-true materials, plus physical properties distinct from them all. It is tough and quite hard, yet it can be machined. It is not easily shattered, yet if broken by main force it presents no dangerous cutting edges. It is an excellent insulator. It has a brilliant surface, and, in some varieties, can be produced in every color of the rainbow.

And what have we designers done with it? Nothing very intelligent. We have imitated marble and onyx and alabaster. We have tortured it into forms which are only appropriate to wood or stone or glass, completely ignoring the fact that it is none of these, that it possesses a beautiful texture and lustre of its own, that it has its own special qualities, its own technique of manufacture.

I do not deny that some beautiful designs have been created in the plastic molding field. I am speaking of the average run of atrocities that flow from the molding shops. Nor do I mean to rule out the many beautiful mottled and striated effects which may legitimately be secured by clever manipulation of the material, without deliberately imitating other materials.

In general, however, the accusation against the designer—or the manufacturer who apparently calls in his talented office boy to create the form of his product for him—holds good. He is comparable only to those eminent Victorian craftsmen who exercised such fiendish ingenuity in making each material look like something else. They painted wood to represent marble, tortured metals into the shapes of flowers, spun glass to make it look like silk, pressed *papier-maché* into forms that resembled anything but *papier-maché*.

Recognition of the special properties of each basic material is one of the fundamentals of good design. If we only knew it, we designers have the chance of a lifetime. Think of it—one of the first authentically new materials developed in centuries! And we are treating it with a total lack of vision or imagination.

I have recently examined a small round container, intended probably as a package for nuts or candy. The designer had laboriously concocted a charming but anaemic scroll design in low relief to decorate the cover. The box was then molded in a phenol plastic cleverly imitating the grain of wood. Not only would it be very difficult to make such a box out of wood, but it would be utterly impossible to carve such a design on a wooden surface. Furthermore, the imitation grain completely obscured the relief engraving. Result: an expensive mold; money thrown away.

Examples of dishonest design—that is, design ignoring the purpose of the article, or the properties of the material, or both—could be multiplied *ad nauseam*. They are by no means confined to molded products. Every time you see a piece of metal furniture or a panel in an all-steel railway coach grained to imitate wood, you are confronted by a manifestation of artistic dishonesty, a hang-over from the Victorian (*Please turn to page 71*)

## From the Package Direct to the Pan



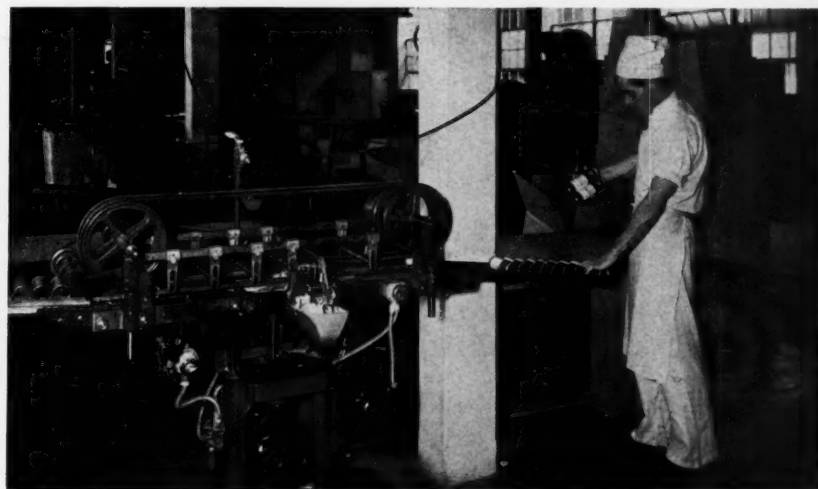
"A NEW CONVENIENCE your grocer sells!" Thus heralded, modern industry's latest contribution to lightening the labor of the housewife, an uncooked buttermilk biscuit, already mixed, rolled out and packed ready for the oven in dough form in moisture-proof cartons, is being launched on the national market.

The product, a distinct innovation in the field of breadstuffs, represents the first widespread effort to deliver such a perishable as uncooked dough into the housewife's hands ready for baking so that all she needs to do is open the carton, place its contents in a pan in a hot oven for eight minutes and serve hot biscuits with the same uniformity of quality which packaged foods in general represent. If the idea ever occurred to anyone before, the mechanics of production, packaging and distribution probably defeated it. Not be-

fore this modern age of perfected refrigeration, rapid delivery and scientific packaging, would it have been possible to mix biscuits in Louisville, Ky., and have them cooked and served, fresh and tasty at meals in homes a thousand and more miles away.

The producers, Ballard & Ballard, Inc., of Louisville, flour millers for over 60 years, already have finished test marketing on this product. In Indianapolis, they report sales jumped to 30,000 packages a week within thirty days. At the end of two weeks in Atlanta, these figures show, sales reached 4400 packages and at the end of ten weeks, 8000 packages. In a hot weather

*Receiving the filled and sealed cartons of Oven Ready Biscuits and packing them in shipping containers at the Oven Ready Division of Ballard & Ballard, Inc., Louisville, Ky.*





test in Cincinnati, they report sales totaled 13,000 packages a week. Such is the result of modern packaging methods!

The recipe for Oven Ready Biscuits was formulated only two short years ago by L. B. Willoughby, a master baker in Bowling Green, Ky. In Louisville, Mr. Willoughby set up a one-man shop and for several months was the sole mixer and distributor. One hundred packages per day was his first output. Ad-

vertising was conducted in a house-to-house campaign with the distribution of free samples and the result was a demand that soon outgrew production facilities. The carton in which Mr. Willoughby marketed his product was one which he, himself, developed at the outset of his enterprise. Although it served its purpose for the limited sales territory, it was a rather crude type, cylindrical in shape but of inferior material and constructed with a rounded, bulging fibre cap held on by the label. This cap provided, in some measure, for the expansion of the dough and gas pressure within the carton.

About this time, the Ballard company investigated the rumor that Mr. Willoughby was using Ballard & Ballard flour in the baking of his biscuits. Upon confirmation, the potential market for this product became clearly apparent to the company and in January of this year, the entire business was acquired by the Ballard company. The product was given its present name for more effective sales appeal, the carton greatly improved and operation placed on a mass production basis, enabling the company to start nationalization of Oven Ready Biscuits.

There have been only three steps in the package improvement on this product since Ballard & Ballard took over the enterprise. The first used under the Oven Ready label was not much better than that put out by Mr. Willoughby. While a stronger material was used, the fibre cap was retained. The only improvement noticeable was that the caps were, what may be termed, riveted on and the seams then reinforced by the label. It was by no means moisture-proof and the result was a bulging, stained package. Spoilage rates were an ever-increasing problem.

After further experimentation, the Ballard company developed its present metal cap carton, of durable fibre, and spiral wound. A noticeable feature is that both sides of the fibre have a smooth surface, making it un-



*Above: Filling and weighing cartons of Oven Ready Biscuits*

*Below: One of the sealing units for the filled cartons of this new product*



essary to use paraffin coating which the company expected to use as an extra protection against moisture. In the center of the closure is a minute hole, the secret of the carton's effectiveness. The entire package of dough, which contains ten biscuits each separated by foil, is so wrapped in foil and oil paper that the folds on the top are free to adhere to the metal. When the first gaseous expansion takes place in the packed carton, the gas escapes through the hole in the top and the folded end of the foil is forced against the hole, thus turning the tube into a vacuum.

This carton was used for a short time and then the label was varnished as an added protection against moisture and to preserve the paint. This carton with varnished label is in use at present and might logically be considered the third type, or label varnishing, the third stage in development.

The present carton is considered as nearly perfect as it is possible to make that particular type. The first expansion makes it airtight, and the quality of the fibre, foil wrapping, and varnished label, make it, to an extent, moisture-proof. However, damage from moisture, the producers say, will be increasingly negligible as housewives become educated to the proper handling. If kept constantly in a dry, cold place, the biscuits will keep indefinitely.

Two forms of Oven Ready Biscuits are now on the market, white and whole wheat, both similarly packaged and retailing for ten cents a carton. National distribution now is under way and the Ballard company expect this work to be completed within a year. A presentation of the product to dealers shows it as a fast moving item, comparable to bread, giving the retailer a profit of 100 per cent a month on a purchase of three dozen packages turned once a week. Distribution arrangements are

such that the dealers' supplies are replenished every few days although at ordinary refrigerator temperatures, the biscuits will keep several weeks in an unopened carton.

Some of the material used in the national advertising campaign now under way is reproduced on this page. In addition to the counter displays illustrated at the bottom of this page more than twenty-four other dealer helps of various types are being distributed. All of this material, consisting of labels, displays, counter materials, posters and window pasters was produced by three different plants of the United States Printing and Lithograph Company, Cincinnati, Ohio, each one making that for which its equipment and personnel were best suited.

One of these effective dealer helps is a jumbo size window display consisting of a drum representing an immense can of Oven Ready Biscuits. This is centered in a cut-out which becomes the principal part of the window display. When set up, a separate piece picturing a plate of steaming hot biscuits is inserted on the right hand side. This piece is illustrated below. Two other smaller pieces in similar colors, such as is shown at the left of the illustration, may be used as part of this window display. All of these smaller displays can be used in any manner the dealer wishes.

A most striking piece is that shown in the center of the accompanying illustration. This holds five cans of Oven Ready Biscuits and the smart simplicity of the container is enhanced by the colorful background.

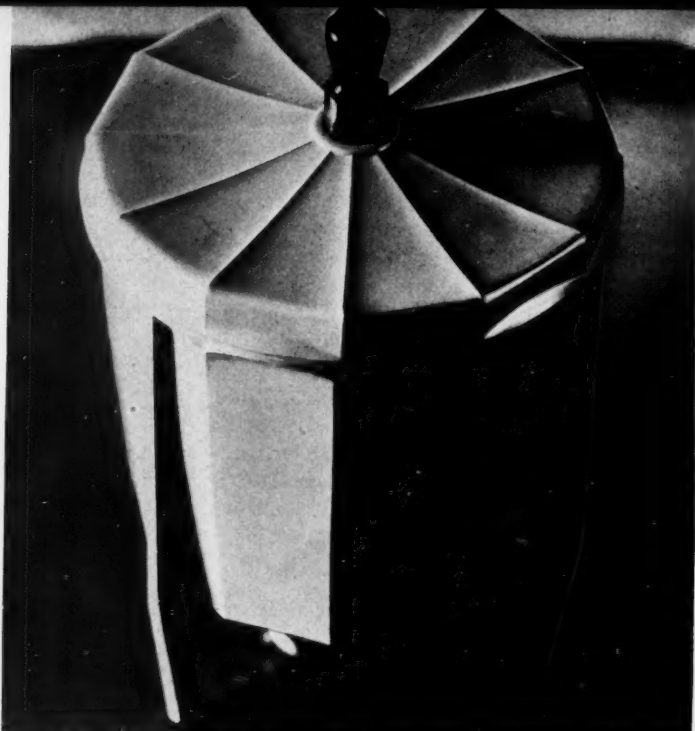
The number of dealer helps now in distribution gives the retailer a wide choice of display material. Each is excellently carried out in both design and color for attention value. The delectable flavor of the product as portrayed in this material is unmistakable.



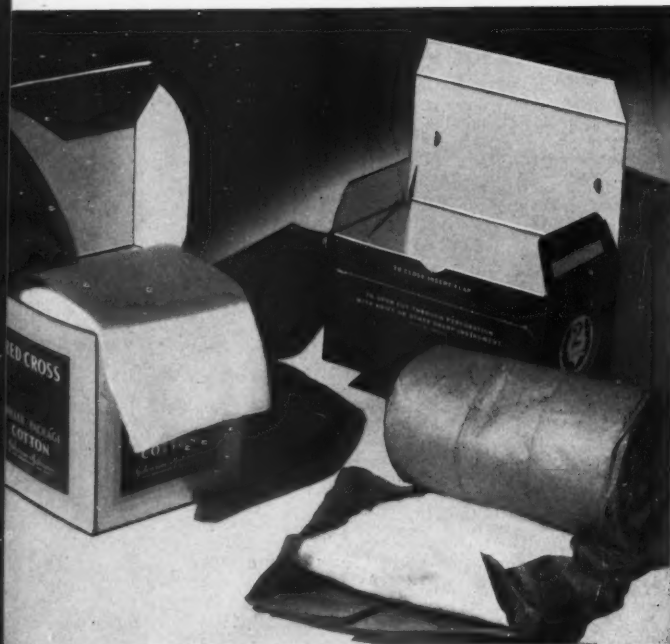
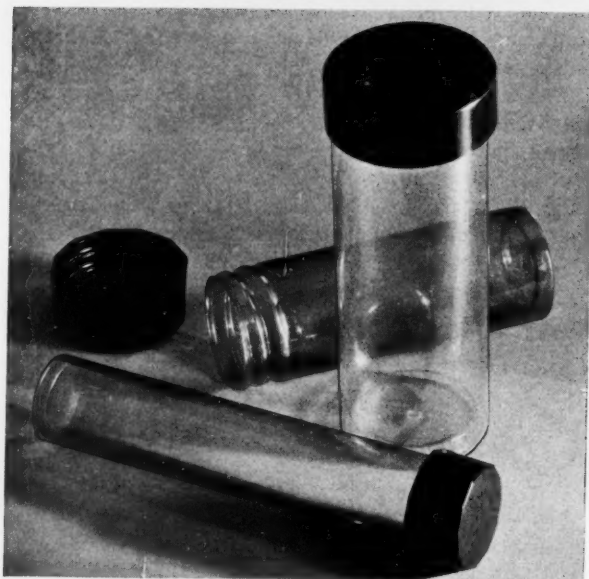
*Three of the colorful and pulling display pieces, as described in the article, used to introduce Oven Ready Biscuits to national consumers*

## New Tricks

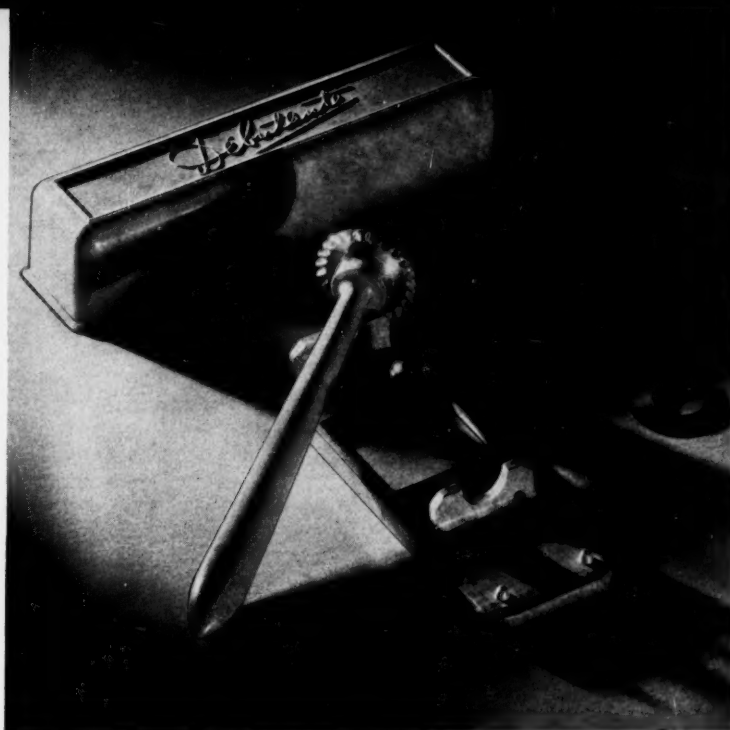
*First appearances are sometimes deceiving. This modern sophisticated item is not a powder or cigarette box but—believe it or not—a sugar dispenser. It is made of orange phenol resinoid with a black knob and is particularly smart for use in restaurants, tea rooms, etc. Another use: It can be distributed by manufacturers through retailers as a souvenir with the purchase of a certain brand of sugar. Photo courtesy Bakelite Corp.*



*These vials are flexible, feather-weight, odorless and unbreakable and come in either transparent, opaque or tinted styles with phenol resinoid closures. They answer the problem of breakage in transit and in use, besides considerably reducing freight costs. No labels are needed. Trade marks and instructions may be processed on the surface of the vials. Tubes, bottles and jars are also available from the Hygienic Tube & Container Co., Newark, N. J. Photo courtesy of Durez.*



*Here we have the new and the old from Johnson & Johnson. It is a decided improvement and convenience in design, color and packaging method. In line with the company's policy to tie up all products by family resemblance, yellow which appears on the old package has been eliminated, and the standard blue and white used. It is the right size for standard medicine cabinets and its more sanitary and convenient features over the old hand unrolling and unwrapping method are easily seen.*



## in Packages

Here's something unusual all the ladies simply will go wild about. And such a fetching name! The Debutante razor designed exclusively for the fair sex, made of phenol resinoid with a container to match of the same material. The round blade and guard are the only metal parts used. What a blessing for women! No more corners to get at. No more curved surfaces to fuss over with a straight edge blade. This razor is an English product but American manufacturing rights are now available. Photo courtesy of Durez.



Another brand new product. An addition to the line of the Prophylactic Company in two sizes. What a change from the usual mouth wash bottle! It falls into the perfume flacon class and this good judgment is carried out in the simple and attractive label and carton. The color scheme is purple against a yellow—a charming contrast for the amber liquid. The closure is of black phenol resinoid.

A sewing kit, of course. And yes, it does look like several others, but really, it isn't. Note the spools of thread in the two upper rows. Don't they look a bit different? That's the special feature of this unusual package—the spools are theftproof, spillproof, or what have you. Each is on a spindle, six and seven spindles respectively to a rack. Pull as you might, the spools can't come off unless you know the little trick of raising the entire rack. Ingenious? Rather! The kit is the newest Belding-Hemingway product. The container is covered with a fabric that simulates leather.



# Sterner Censorship Sways Food Packaging

By Waldon Fawcett

Amendments to the so-called pure food law have incorporated references bearing on package stipulations to a degree more pronounced than was evident in the original legislation. With the trend toward the "strengthening" of such amendments, is it to be expected that further inclusions of package specifications will result? Mr. Fawcett supplies the answer in this analysis of the situation.

UNCLE SAM is tightening up on his food censorship—particularly in respect to the regulations governing branding and labeling. And it is amazing what an influence this stiffened legislative and administrative policy at Washington is exerting upon packaging. Perhaps, to a casual observer of current fashions in packaging, this trend in packaging, sympathetic to the new official strictures, is not manifest. But one has only to look closely at the play of cause and effect to realize that packaging is bound to bow and is, indeed, already beginning to respond, to the recently enacted or soon-to-be-enacted food regulatory legislation.

When we note that we are, just now, at the twenty-fifth anniversary of the "pure food law"—the Federal Food and Drug Act, which became operative January 1, 1907—it may appear a bit odd that, only at this late date, this institution is beginning to exert its full influence upon package fashions and packaging principles. Yet it is not so strange, all things considered. Twenty-five years is not so long a time in which to shake down so drastic and far-reaching a venture in Government paternalism. It was only logical that the first reaches of the crusade for pure and honest foods should be devoted, primarily, to the examination of foods as to nutritive value and the suppression of adulterated, poisonous or deleterious foodstuffs, leaving for later consideration the activities which react most upon packaging.

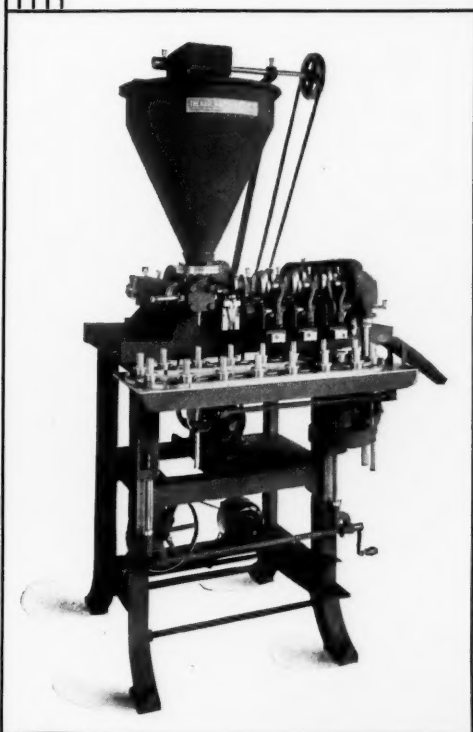
From the start, the American pure food law has had two primary purposes. One, to insure the purity of foods and drugs. The other to protect consumers from economic fraud. From the start, the enforcement officials have kept watchful eyes for flagrant and obvious instances of "misbranding," in accordance with the second objective above mentioned. But it is easy to understand why, through all the earlier interval, the major share of attention was claimed by the formidable task of detecting and prosecuting imitation, impure and fraudulent food products. The rapid progress made in the food industries, this past quarter of a century, in the commercial preparation and preservation of food, has been, in itself, sufficient to engage much of the censorial attention of the Federal inspectors and check-up chemists. Indeed, when it is stated that more than 18,000 regulatory actions have been instituted by the U. S. Food and Drug Administration (a separate and distinct bureau of the U. S. Department of Agriculture), it will be realized how much attention has needs been directed to the purity police work of the food control organization.

**We are just now** at the turn of the road—where the Food Administration, having found its stride in that routine of eternal vigilance necessary to keep our foodstuffs reasonably clean, pure and wholesome, may devote a little more attention to the representations under which staple and special articles of food are sold to the consuming public. It is not meant, of course, that there is any relaxation of the laboratory censorship of the composition of foodstuffs. But merely that there is now ushered in a correspondingly rigid examination of food packages, food designations, food specifications, etc. All this, if you please, is bound to bring pressure to bear, directly and indirectly, upon packaging ideals and habits.

The trend to more extensive contacts with packaging on the part of our national food and drug legislation is plainly indicated by the drift of the amendments which have, from time to time, been tacked to the basic law. The first addition with a packaging slant came some years ago in the form of an amendment requiring that definite



# ★ *Two new Machines* ★



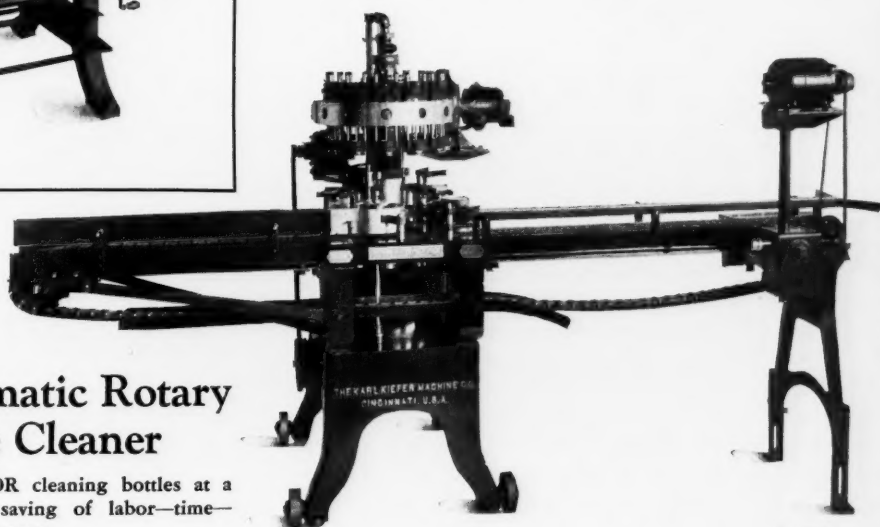
## Cincinnati Tube Filler & Closer

**A** MACHINE that saves you a definite number of dollars every day you use it. Closes your tubes without clips. Gives you a safer, better closure without all the expense and nuisance of clips. Figure up what that would mean to you each year.

The tube is folded over twice in two accurate uniform folds, then the corners are turned back, giving a perfect lock finish. Increased length of tube not required for the Kiefer Clipless Closure.

By the new Kiefer "Impacta" method of filling, tubes are filled solidly free from air bubbles. No smearing or stringing of product—no troubles or extra work of wiping.

These and the many other great advantages of this machine can not be told in a few words. Write for booklet. A number of machines in daily use are repaying owners handsome dividends on their investments.



## Automatic Rotary Bottle Cleaner

**F**OR cleaning bottles at a saving of labor—time—space.

The modern method for the modern plant, where glass is scheduled for continuous consumption.

Compressed air has been used for cleaning bottles for years by a number of manufacturers of highest quality products, with indisputable success.

With the new Kiefer Automatic Rotary Bottle Cleaner, up to 120 bottles a minute can be cleaned. Direct discharge

of the bottles into filling machine. One operator.

We make a complete line of equipment for cleaning bottles by every known method—blowing—rinsing—rinsing and sterilizing—rinsing, sterilizing and drying.

*The* **KARL KIEFER MACHINE Co.**  
CINCINNATI-OHIO

information regarding the quantity of food in package form appear on the label for the benefit of food consumers. That summons to placard the amount of contents, in terms of measure, weight or numerical count, has ever since had to be reckoned with by packagers. Incidentally, there has been and is yet a good deal of grumbling because certain soft-spoken packagers conform to the letter of the law but tuck away their proclamations of content in positions where the official critics say that most package buyers would never notice the confession. Another amendment, that signaled "warmer" in the approach to packaging, was that which extended the quantity labeling obligation to wrapped meats.

Only within the past year or two, however, have things come to a pass where there is a distinct drive for "strengthening amendments," so-called, which are clearly translatable into terms of package revision. Certain of the revolutionizing acts are accomplished fact. Others are brewing. It may require years to put them all on the statute books. But eventually, if not now, the food censorship which has heretofore concerned itself so predominantly with composition and production is due to bestow much greater attention upon the parceling, dressing, and marketing of the eatables. It is no more than reasonable foresight for the packagers of foods, drugs, etc., to take cognizance of the leanings at Federal headquarters and be prepared to accommodate themselves to the more sensitive spirit that is developing.

Of the immediate influences that have shaken packaging traditions, the most conspicuous is the Canners' Act, or, as it is usually designated, the McNary-Mapes amendment to the food law. Passed at the behest of the canners themselves, this new annex to the law authorizes the Secretary of Agriculture to promulgate, from time to time, reasonable standards of quality, condition and fill of container for each generic class of canned food, except meat and meat products and canned milk. Already, on petition of the manufacturers of fruit preserves, a ruling has been obtained which brings within the scope of this scheme of classification, all preserves, jellies, jams, apple butters, etc. It is confidently expected that the new device which, in effect, operates to rate or grade canned goods, etc., is but the forerunner of legislation which will empower the Department of Agriculture via the Food Administration to fix standards for all kinds of foodstuffs.

But what has the fixing of official "standards" for packaged foods to do with packaging policies? Strictly speaking, to be sure, it plays more hob with labeling than with container forms. But, if we consider packaging as an inclusive term, there is a considerable sequel, because of the extra added inscription which the new kink in censorship demands shall be prominently displayed on the outside of every package unit. Here, for that matter, is the nub of food censorship contacts in general with packaging—the rearrangement of packaging policies due to fresh exactions in branding and labeling.

The new standards legislation authorized the Secre-

tary of Agriculture to prescribe a form of statement which would clearly differentiate substandard articles from those which meet the standards. Thus we have today a situation where canned goods must bear either the legend "U. S. Standard" or else the confession: "Below United States Standard, low quality but not illegal." Forthwith, behold a brave exhibition in jockeying to make the most or the least, as the case may be, of the compulsory package-rider. Many packagers whose wares make the grade have revised their package copy so as to play up, in the display, the U. S. Standard decoration. On the other hand, some of the packers of low-grade products are so arranging package dress that no more prominence than is absolutely necessary shall be given to the acknowledgement of substandard quality.

Because of the fact that anything which radically affects branding practices indirectly affects packaging fashion, any number of food packers will wait anxiously, this winter, the answer to the question whether Congress will accept the latest recommendation of the head of the Food Administration. The request to be made of Congress at this session will be for the repeal of what is commonly known as the "distinctive name" provision in the Food Act. This clause has had place in the pure food statute ever since Dr. Wiley and the other enthusiasts hatched the original bill. But, in operation this paragraph has proven a joker. It has supplied a legal loophole which has enabled packers of nicknamed food specialties to dodge a share of the Federal censorship. And the officials are bound to put an end to the unintentional favoritism.

The proviso in Section 8, Paragraph 4, of the Food Law, which has the food world by the ears, exempts from a charge of adulteration or misbranding any food mixture or compound which is marketed under its own distinctive name. That means, in effect, that a blend or combination in the food class which is not described by a generic term, nor classed under any standard recipe, but, instead, travels on its own trade mark solely, may snap its fingers at the food law. The censors cannot touch it so long as it is not poisonous or actually injurious to health.

Immunity enjoyed by food packers who knew the trick of hiding behind a fanciful name has made no end of trouble for the enforcers of the food law. Recently came an episode that caused official indignation to boil over. The Food Administration undertook to discipline a manufacturer in Chicago who markets a product made up of sugar, fruit pectin, fruit acid, water and a smaller amount of genuine fruit than goes into a standard fruit preserve. The department considered this substitute specialty to be no better than an "imitation fruit preserve," selling in unfair competition with full-quota preparations which cost more to produce. But the maker of the spread for bread took refuge in his distinctive trade name and the Federal courts supported him. Despairing then of persuading the courts to rule that nicknamed imitation food specialties are

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"misbranded," Chief W. G. Campbell of the Food Administration has recommended that Congress repeal the entire section of the law which waives demands upon nicknames.

If the distinctive name exemption is wiped out, it will be a long step toward full-formula labeling. The department has no plan to bring about compulsory disclosure of food formulas on food packages. But it is sympathetic to the idea, in accordance with its general belief, that the more information regarding a product which is given on a package the better it is for the purchaser. As far as the Government goes at present is to disallow partial formula-labeling. Uncle Sam insists that if a packer names on his package any ingredient of his food concoction he must name all the ingredients. Some of the food censors have a personal theory that, if a start is once made in voluntary disclosure of food formulas on the packages, the force of competition will do the rest just as it has spurred the disclosure of formulas on paint packages.

Mention of the attitude of the Food Administration, in quietly rooting for formula-labeling without actually clamoring for this jolt to packaging conventions, brings to mind the fact that the Government is in precisely the same position on several other issues that tie up with packaging. For example, the department has for years taken the position that it would be a good thing for the cause of honest merchandising if Uncle Sam were given jurisdiction over collateral advertising of food and drug products. This would mean, if it came to pass, that the censors would sit in judgment on the accuracy of all statements with respect to food and drug products whether these statements be made on the package or via package inserts or be printed in newspaper advertising or other independent mediums.

Another secret ambition of the directorate of the Food Administration is that which aims at the banishment from commerce of all undersize or "short change" containers. Readers of MODERN PACKAGING have lately been made acquainted with the renewed determination of the Department to seek from Congress a slack-filled container and deceptive package law which would put an end to the "slack pack," so called. The department is out in the open in advocacy of this curb on skimpy containers such as double-bottom boxes and window-cartons filled only to the level of the "window." Held up the sleeve, pending the rout of the slack pack, is the twin project to outlaw the "short pack." Should the last-mentioned prohibition be finally enacted it will usher out all packages which are accepted by casual consumers as being full standard size but which are actually of less dimensions than standard. Nowadays, hold-out packages cannot be touched by law, if they bear a true statement of actual amount of contents. A wider law would ban the shrunken package even if it told the truth.

Not the least interesting of the cross-currents which are just now sweeping the food packaging field, thanks to the new laws and prospective laws, are those which

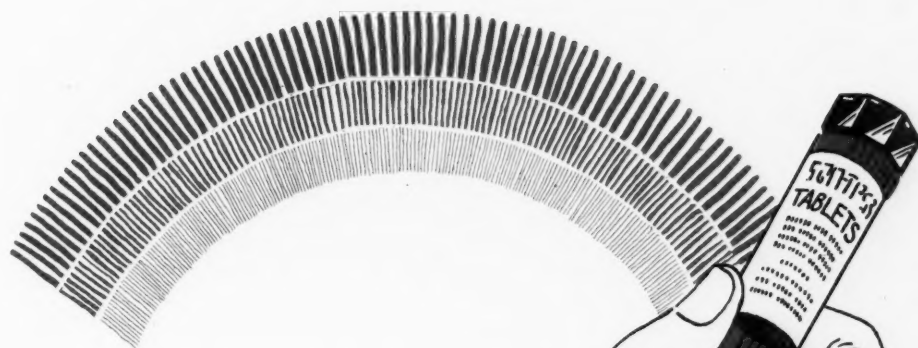
arise from the circumstance that the sterner censorship does not bear evenly and equally on all packagers. An outstanding example is found in the working of the Canners' Act, above referred to. The canners' law is, by its terms, applicable to foods marketed in "hermetically sealed" containers. This leaves out in the cold the marketers of processed fruits and vegetables, preserves, etc., who pack their goods in buckets, tubs, kegs, casks, barrels or other package forms not hermetically sealed. Now, the interesting question pops up, and yet awaits answer, whether the result will be to drive the last mentioned class to metal and glass packages, for the sake of enjoying the prestige of Uncle Sam's "Standard" seal? Or will it fall out that a certain proportion of packers, who formerly packed in tin and glass, will turn to wood packages, fibre cans, and other non-hermetically sealed containers just for the sake of getting away from the necessity of stigmatizing their second-grade products as below standard?

To pursue the same line of thought even further, one who looks below the surface may be impressed by the fact that a state of conflict, or jealousy if you please, bids fair to grow up between the exponents of the various packaging mediums as a result of curious discriminations in governmental administrative policies of various kinds. We have just shown how the Food Administration has one code for food in glass and tin packages and another for competitive food specialties in wood and paper. The Interstate Commerce Commission threw a bomb, not long since, by approving the principle that since food specialties packed in glass sell for higher prices than the same products in tin, the railroads are justified in demanding higher freight rates for the former. And, as a logical consequence of that double standard, the Congressmen who want to raise revenue by special or limited sales taxes have a scheme to tax glass-packaged foods as "luxuries" while laying no special impost upon the same class of foods in metal containers.

Packagers who are watching Uncle Sam's fingers go deeper and deeper into the packaging pie, will realize, of course, that the fixing, at the Department of Agriculture, of standards for food products, standards for food-package fill, etc., is a redoubled activity that is entirely separate and apart from what the Government is doing to bring about standardization of container sizes. The Food Administration is not concerned with package models or patterns unless its shape makes the package deceptive. Straight-away package standardization is in the hands of two other branches of the Government. Mainly, the cooperative program for package uniformity rests with the Division of Simplified Practice, National Bureau of Standards—an agency that demonstrated its temper when it recently brought about the simplification of coffee cartons. The Federal Trade Commission also dabbles in the same dish as when, by means of a Trade Practice Conference, it induced the packers of spices to agree on a standard schedule of package sizes.



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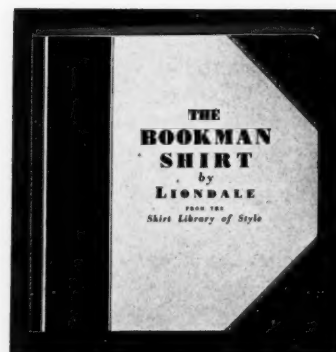
Newark, New Jersey

# The Romance of Shirts— In Six Volumes

By Morris L. Lewy

Sales Manager, Brooks & Porter, Inc.

The bound volume package for Liondale shirts shown in closed position at right. Below: The open package. The transparent window and the page opposite give the purchaser necessary information as to size, color and quality.

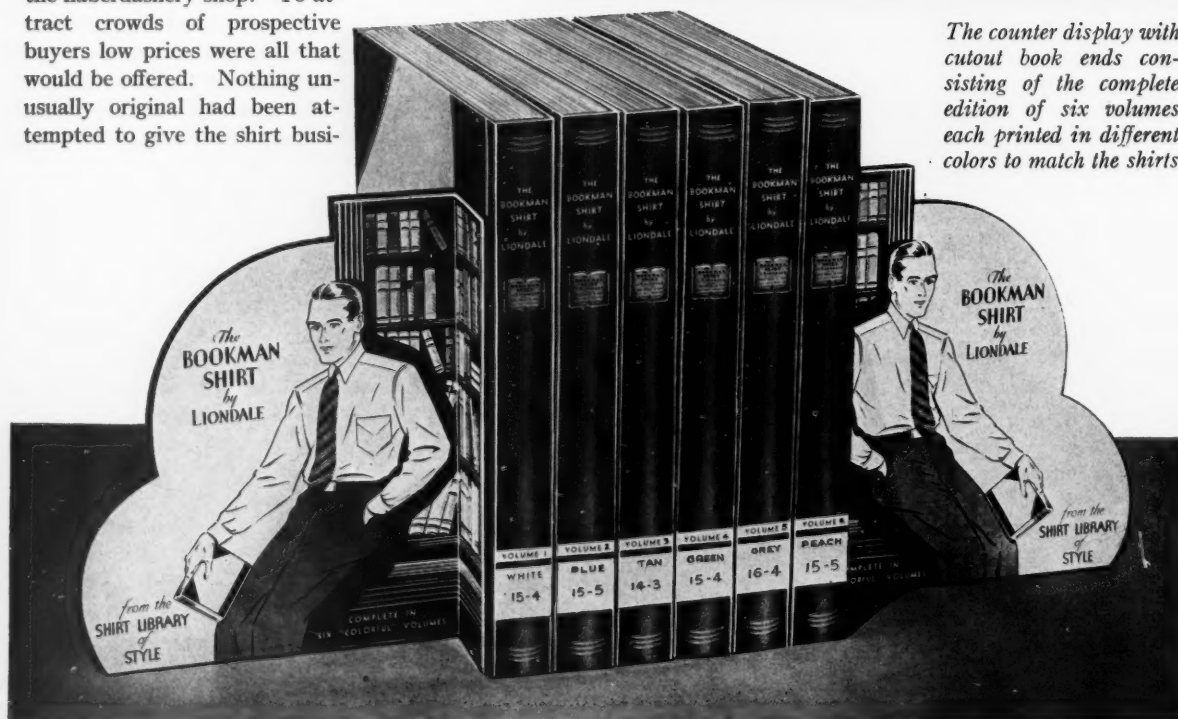


"SIR, the entire shirt library consisting of six volumes from the popular edition by Liondale is offered complete for \$8.10 or \$1.35 for each individual volume. Your wardrobe cannot be complete unless you purchase the entire set."

The Liondale Shirt Company of New York City has made it possible for the retail haberdasher to sell six shirts where usually one was sold before. This is a true story of how resistance to volume shirt sales was overcome by an original and effective type of package. Shirts, as we all know, have been footballs in the haberdashery shop. To attract crowds of prospective buyers low prices were all that would be offered. Nothing unusually original had been attempted to give the shirt busi-



The counter display with cutout book ends consisting of the complete edition of six volumes each printed in different colors to match the shirts





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**BRESKIN & CHARLTON PUBLISHING CORP.**

11 PARK PLACE, N. Y.

ness a boost. Every shirt manufacturer was scheming and planning how costs could be reduced in an effort to produce a cheaper shirt to meet competitive conditions. No one had tried the only real way of creating sales—and that is by merchandising.

It is acknowledged that sales of all merchandise have been receding for some time. It therefore becomes imperative, if a manufacturer is to successfully survive the current depression, that he contribute more than his product and incorporate ideas that will create the desire to buy. Package design, color, or unusual effect can supply that something necessary to create buying desire. This is quite apparent in the creation and development of the book-box ensemble containing the Bookman Shirt by Liondale.

As illustrated, the transparent window box and cover are so constructed as to give the appearance of a well-bound copy of a book. This type of packaging keeps the shirt in a clean and sanitary condition just as it left the factory. There is no possible chance of a Bookman Shirt becoming shopworn as it is not exposed to dust; there is no handling required, since the size, style and fabric are visible through the window.

Each volume representing a different colored shirt is printed in a color to match. When on display, the complete edition consists of six volumes—that is, six colors of shirts. For the purpose of an appealing, yet practical display, a one-piece cutout has been developed representing bookends. Printed in gold and brown, they lend to the six volumes a pleasing atmosphere.

The Bookman Shirt Edition in the window book-boxes makes a gift that is appreciated not only for the usefulness of the product but also its unique and original presentation. Indeed, the Bookman series by Liondale from shirt to package and display makes a genuinely colorful romance.

The writer, in collaboration with Walter J. Gallagher, created and designed the Bookman window box series and display. Brooks & Porter, Inc., manufactured the complete book ensemble.

## Holds Exhibit of Foreign Packaging

An exhibit, representing a collection of the best packages and materials from various foreign countries, is now being held at the studio of George Switzer, consultant designer, at 210 Madison Avenue, New York.

This exhibit, which has been made possible through the cooperation of some of the foremost European designers, was opened to the public on November 15, in connection with a showing of Mr. Switzer's own work. The examples on display illustrate new principles and ideas for packaging work to serve as a guide to the American manufacturer in the designing of his packages to meet the buying habits and tastes of the American public.

Included in the packages from other countries are outstanding examples from Germany, France, Austria, England, Czecho-Slovakia, South America, China, Japan, Korea, India, Russia and Sweden.

## Package Show Sponsored by Gair

A package style show sponsored by the Robert Gair Company, 420 Lexington Avenue, New York, was held at the Advertising Club of New York, from November 1 to 15. More than fifty examples of various type con-



*A section of the packaging exhibit sponsored by the Gair Company*

tainers suitable for products in various fields were on exhibit, each designed according to the modern trend in the styling of packages.

As an indication of what is correct in package design, the samples displayed definitely showed the tendency for simpler and stronger designs, with the least amount of detail. Of particular interest was the use of fewer



*A few of the outstanding examples in package design displayed at the exhibit, which show the definite trend for more simple and stronger designs*

colors, which, according to the company's stylist, Miss Irma Marohn, will be markedly evident in a short time. This elimination of one or more colors has no adverse effect upon the sales or eye appeal of the package.

Among the types of packages exhibited were cartons, display containers, shipping cases of corrugated paper board and open display stands of the same material which the Gair company is now introducing.



# WARNERCRAFT

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FANCY SET UP  
PAPER BOXES

FOLDING  
BOXES

MOLDED BOXES  
& CONTAINERS

ARTISTS &  
DESIGNERS ALWAYS  
AT YOUR SERVICE

THE success of your business for 1932 will depend largely on the package used to carry your product to the consumers. It must be in keeping with the modern trend of packaging.

WARNERCRAFT is in the most unusual position of being able to design for you a package that will meet the requirements of the most exacting customer, and that will distinguish the product it contains. We are equipped to design and make set up, folding, or molded plastic containers, whichever is best adapted to your needs.

When planning your 1932 package, consult WARNERCRAFT. We are always at your service.

**THE WARNER BROTHERS CO.**  
BRIDGEPORT CONN.

New York Office: 200 Madison Ave.

## Molded Box for Desk Set

Furnishing a setting of dignity and elegance in keeping with the quality of the product displayed, the new



molded box of black phenol resinoid adopted by the Parker Pen Company for its Model "S" desk set and shown in the accompanying illustration offers a striking example of this type of container.

The fountain pen, with its extension holder, and the base, for desk use, lie in form-fitting depressions in the maize-colored velveteen lining of the lower part of the box. Spring hinges permit an easy opening and secure closing. Square corners which round off to conform to the rounded edges on the top of the box effect a pleasing shape, again in keeping with its purpose. On the cover a panel of horizontal inset lines in gold outline a small square that surrounds a modern interpretation of the letter "P," while on the inside of the cover the name "Parker" is outlined in gold letters. The entire assembly is one that makes an immediate appeal and undoubtedly will be received most favorably by shoppers, particularly at this time. The box is a product of Norton Laboratories, Inc.

## Pouring Spout Incorporated in Sugar Package

When the California and Hawaiian Sugar Refining Company decided to redesign its package for Berry



sugar, plans were immediately laid to bring out a package which not only would be attractive, but one which the housewife would prefer above all others. To

check up on what really was desired, housewives, home economists and food editors of women's magazines were personally interviewed, and upon their recommendations the new package was designed and given the trade name "Menu."

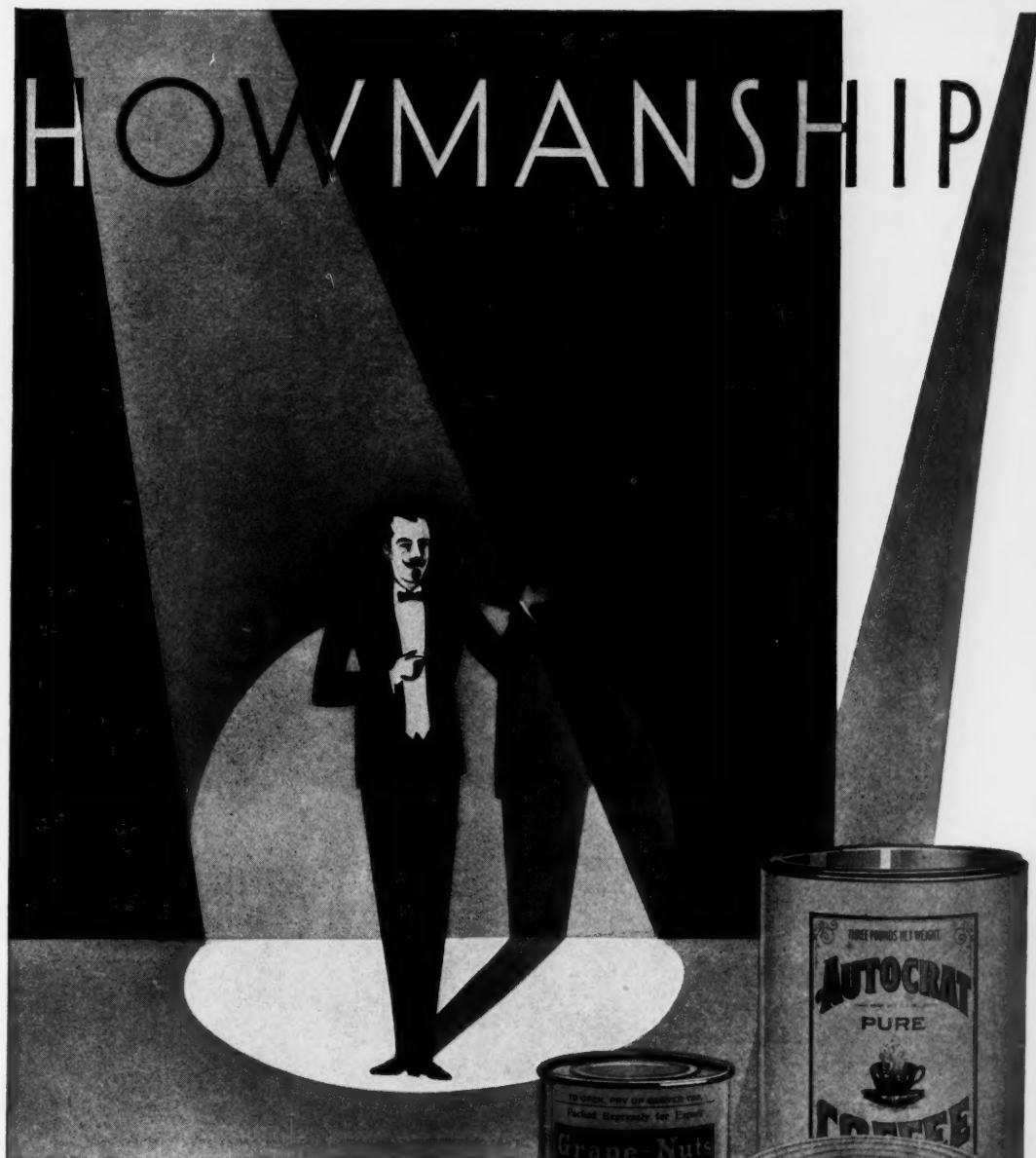
It is said that this package is the only pouring package on the market which makes it possible for housewives to regulate the amount of sugar they pour either in a fine or wide stream without spilling or waste. Two other features claimed for this package are that it is the only sugar carton on the market, according to the company, which closes tightly and which is wax wrapped to prevent caking.

The accompanying illustration shows C & H Menu sugar in the 2-lb. and 5-lb. size cartons. A slide inside the top of the carton opens up to form a pouring device that can be regulated for the stream flow and at the same time can be closed each time after using. The background of the carton is dark blue with the pouring device section and rules in a lighter shade and the lettering in white.



Included in a program of activities to be carried out by the National Dry Goods Association at their fall meeting in New York City is the further simplification and standardization of wrapping and packing supplies. Plans for consideration of these subjects are now being worked out and will make economies possible which will aid retailers in continuing the low prices of recent months and at the same time earning a necessary profit

# SHOWMANSHIP



**A**LL successful merchandisers are showmen. They attract attention to their product by modern adaption of color and design. Heekin Color Lithography on metal...with its vivid, positive reds... its pure white... and rainbow hues perfectly reproduced, will improve the saleability of your product. Heekin Lithographed Cans are known for their individuality... and the cost is surprisingly low.

# HEEKIN CANS

THE HEEKIN CAN CO. CINCINNATI, O.

## Conditions Governing Wolf Package Award

Conditions of the competition for the Irwin D. Wolf award to be presented for the most effective package developed and placed on the market since January 1, 1929, have been announced by the American Management Association. These are as follows:

1. The Wolf Award will be made for the most effective package placed on the market since January 1, 1929.
2. Any company or firm, whether or not a member of the American Management Association, which orders and uses packages in the distribution and sale of commodities is eligible to enter its package or packages in the competition.
3. The Award will be made to the company making the entry. Where possible, the name of the individual designer will be mentioned in making the Award.
4. Each entry must be accompanied by six copies of a brief explanation regarding the entry—on one side of a single sheet, not to exceed 8 1/2 x 14 inches.
5. Honorary awards will be made by groups or classes of packages as the committee may determine and the Wolf Award will be made from among the winners of the group honorary awards.  
Groups or classes of packages are: set up boxes, folding boxes, glass containers, molded containers, open display containers, paper bags, transparent bags, cans, new materials, etc.  
The winner of one honorary award is automatically out of competition for any other honorary award.  
The Jury of Award will take into consideration the aesthetic aspects of packaging and also the sales effectiveness of the package, the utility, the relationship of package cost to value of the product and the appropriateness of the package for marketing the product generally.
6. Any competitor may enter more than one package regardless of class.
7. The packages will not be returned unless the competitor so requests, the competitor to pay the costs of delivery to and return from The Art Center.
8. Neither the Association nor The Art Center assumes responsibility for loss or damage through fire, theft or any other cause while in transit or in their custody, though all reasonable precautions will be taken.

9. The submission of an entry in this contest constitutes in itself an acceptance of all the conditions set forth in this announcement.

10. The entries will be exhibited at The Art Center between February 15 and March 6 and possibly longer, announcements regarding the exhibit being distributed as widely as possible.

In addition, an exhibit of a selected group of the entries will be repeated by arrangement with the Art in Industry Alliance—in museums and educational institutions in a number of cities. Contents will be covered by insurance during circulation.

11. The entry fee for each package is \$5.00—to cover the costs of publicity, cataloging, installations, etc.

12. The Jury of Award may withhold honorary awards in any group.

The decision of the Jury is final on all matters pertaining to this competition.

Entries will be received by Alon Bement, director, The Art Center, 65 East 56th St., New York, N. Y., on or before February 15, 1932. The Jury of Award will meet between February 1 and February 15. The award will be announced at the American Management Association's Second Packaging Exposition and Conference at the Palmer House, Chicago, Illinois, at a dinner on Tuesday evening, March 8.

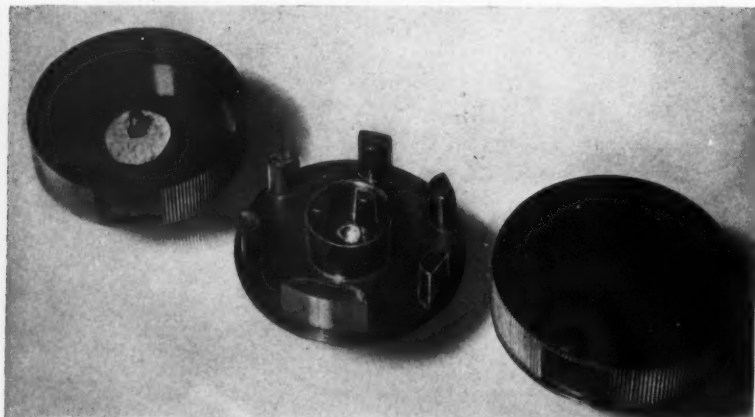
All entries must be accompanied by an approved entry blank, copies\* of which may be secured from W. J. Donald, managing director, American Management Association, 20 Vesey Street, New York, N. Y.

All entries should be mailed or expressed *prepaid* to Wolf Package Competition, c/o Alon Bement, director, The Art Center, 65 East 56th Street, New York, N. Y., to be delivered between February 1 and February 15, 1932.

On request, packages and contents will be returned after the closing of the exhibit, by express collect.

A selected group of packages submitted in the contest will be exhibited, by arrangement with the Art in Industry Alliance, in museums and educational institutions in a number of cities throughout the United States, according to an announcement made recently by Mr. Donald.

\* MODERN PACKAGING also has a supply of these, available to readers.



*We can't blame you for not identifying this gadget. It may look complicated and more like a piece of mechanism. Actually, it is a moulded phenol resinoid aspirin container for pocket and travel use. The color is a chestnut brown. It is constructed in two sections as shown at the right and when closed, only one opening, as illustrated, permits the removal of the tablets. Moulded by Colt Patent Fire Arms Mfg. Company.*

500	182%
500	42%
31,000	18%
500	21
500	28%
500	62%
500	66%
500	35
500	124%
500	125%
500	132%
500	384
8,100	86
500	69%
400	31%
1,300	33
200	180%
2,700	101%
100	111%
26,000	32%
1,000	34%
10,700	69%
100	41%
8,100	52%
2,000	4
18,300	35
10,000	103%
11,600	118%
200	45
3,350	14%
1,900	31%
3,000	118%
2,000	107%
100	39%
200	148
700	37
2,300	100%
300	79%
100	112
2,700	22%
50	34%
1,400	52%
118,300	118
2,000	59%
800	274%
4,400	127
400	130%
800	129
1,200	24%
600	20%
11,100	44%
1,100	17%
1,500	17%
400	81%
2,600	54%
700	31%
300	29%
8,800	29%
500	103%
4,300	12%
120	100
18,900	40%
400	50%
21,500	121%
1,100	108%
7,540	110%
2,200	51%
100	106
100	37
12,100	15%
100	100
100	7
1,100	9%
2,200	38
20	118
400	142%
66,000	91
2,300	34
19,900	92
100	70%
8,200	6%
400	57%
2,500	50%
900	115%
1,400	114
85,100	41%
400	29%
800	90
2,900	69
1,200	104
1,000	104
2,400	90%
2,400	50%
4,400	112
800	25%
100	100
1,900	100%
2,100	174%
40	42
40	35%
9,200	23%
500	11%
2,200	11%
1,800	107
11,000	16%
2,400	14%
2,000	74
800	43
37,800	110%
100	50
400	50
900	111
9,100	100
9,300	100
20	102%
7,150	112%
40	77%
80	68%
104	68%
100	73%
100	73%
300	30%
300	32%
400	34%
8,400	28%
6,800	42%
11,900	96
1,100	102%
100	75%
2,400	13%
600	75
100	20%
11,400	60
3,700	12
28,280	81%
200	30%
300	69%
8,700	63%
700	15%
30	67%
2,100	82%
400	31%
700	17%
4,500	52%
2,000	26%
2,200	40%
50	89%
2,100	102%
2,000	27
4,400	53%
200	23%
20	32%
4,200	67%
2,300	43
80	48
200	96%
500	13%
7,300	60
1,900	81%
1,000	52%
1,200	61%
8,800	35%
400	39%
5,700	77
14,900	57
1,700	101
200	27%
10	10
25,500	6%
7,100	15
100	77%
125	25
2,000	87
1,500	38
2,000	70%
1,000	57
400	19%
2,700	56%
200	69%
8,100	29%
12,300	105%
200	105%
3,100	62
2,700	2
4,900	22%
3,100	8%
100	7



[illegible][illegible]

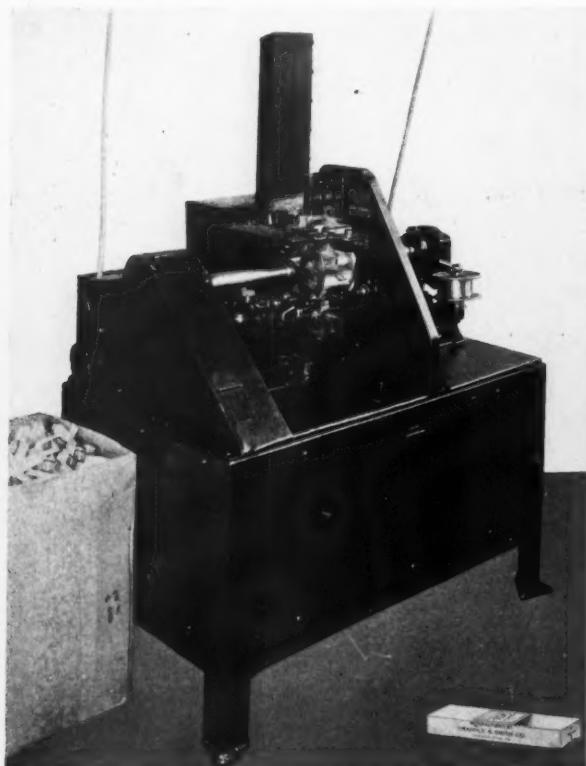
# MACHINERY — SUPPLIES

Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

## New Automatic Folder and Stitcher

The H. R. Bliss Company, Inc., Niagara Falls, N. Y., have recently brought out a new folding and stitching machine for the assembly of small paper boxes and trays.

The accompanying illustration shows one of these machines as installed in the large candy manufacturing plant of the Brandle & Smith Company of Philadelphia, Pa., while the inset shows the candy tray which is assembled by its use. This tray is about 4 in. x 1 in. x



*New folding and stitching machine for the assembly of small paper boxes and trays*

$\frac{5}{8}$  in. and is packed with twelve "Bristol" Diced Mints and afterward wrapped with transparent cellulose.

The blanks for the trays are placed flat in a hopper shown on top of the machine, which will hold up to

1000 blanks. The blanks are automatically fed into the machine, the flaps bent into place in two operations and two staples inserted, one at each end, the completed box being then ejected by means of an air blast onto a conveyor or into a delivery basket, as desired. The machine requires no labor whatsoever except for occasionally reloading the hopper. It operates at a rate of 6000 complete trays per hour.

These candy trays were formerly assembled by hand, using interlocked ends. The installation of this automatic folding and stitching machine has made possible the saving of a large amount of labor as well as furnishing a stronger and better container for the candy.

## A New "Duster" Package

A package which is designed for use as a container as well as a bellows duster, and known as the "Handy Garden Duster," is manufactured by the Keystone Box Company, 28th and Smallman Sts., Pittsburgh,



*This garden spraying device or duster has a utility value*

Pa. In the application of insecticide or fungicide dusts to flowers and shrubbery some sort of spraying device is advisable, and it is in this particular that the "duster" package has its use. As shown in the illus-

# LUCKY STRIKE CIGARETTES

in the unique Humidor Package  
with the "Lucky Tab"



Wrapped on  
our machines



THE impressive battery of Cellophane wrapping machines shown here is only part of a large number in the service of The American Tobacco Company.

Hour after hour, day after day, these machines are driven at top speed to turn out the millions of packages of Lucky Strikes which the world demands. Rapid, smooth, dependable production is essential.

But of equal importance, from a sales angle, is the uniformly neat, smooth wrapping which these machines produce. It required intensive research and experimentation to perfect wrapping machines which could handle Cellophane satisfactorily—due to the unusual characteristics of this most modern of wrapping materials. This problem, like many other problems in packaging, was solved by Package Machinery Company engineers.

The wide-spread use of Cellophane also demanded that we meet the individual characteristics of a large variety of products—today, cigars, candy, cake, marshmallows, mints, sewing tape, etc. are all wrapped on our machines.

### *Bring your packaging problems to us*

Our machines are adapted to the use of all forms of packaging material—printed wrappers, foil, Cellophane, glassine, waxed paper. We will be glad to advise you regarding the best manner in which to package your particular product. Consult us.

### PACKAGE MACHINERY COMPANY

Springfield, Massachusetts  
NEW YORK CHICAGO LOS ANGELES  
LONDON: Baker Perkins, Ltd.



## PACKAGE MACHINERY COMPANY

Over 150 Million Packages per day are wrapped on our Machines



tration, the package consists of two sections joined with a bellows fold. The container is filled through a hole on the end to about two-thirds of capacity and then sealed. The removal of the rip cord at the opposite end permits the use of the package as a spray, and the powder is ejected from the perforation made in the seal which is placed over the hole after the duster is filled.

The package will contain from one to two pounds of any dusting powder and, it is said, will cover a wider area than other sprays on the market as well as effecting a saving of time in the application of the powder.

## Displaying Gift Ties

A new idea in the display of gift ties has been offered by the Chicago Printed String Co., 2320 Logan Blvd., Chicago, Ill. This is a revolving display cabinet made of wood and finished in a cool shade of green, the cabinet itself taking up just one square foot of space on the retailer's counter.

This revolving display accommodates six and a half dozen bolts of smart gift ties in 10-cent, 15-cent and 25-cent sellers. With it is supplied a box containing three and a half dozen necessary refills, making the complete Tie-Tie Ribbonette assortment consist of 10 dozen bolts in all. The cabinet is given away free to



*The revolving display cabinet for gift and holiday ribbon ties*

each retailer ordering the 10 dozen assortment. The display of ribbons is most unusual, there being 36 distinctly different designs shown. Refills for the cabinet are ordered in lots of 3 dozen and assorted as the retailer may wish.

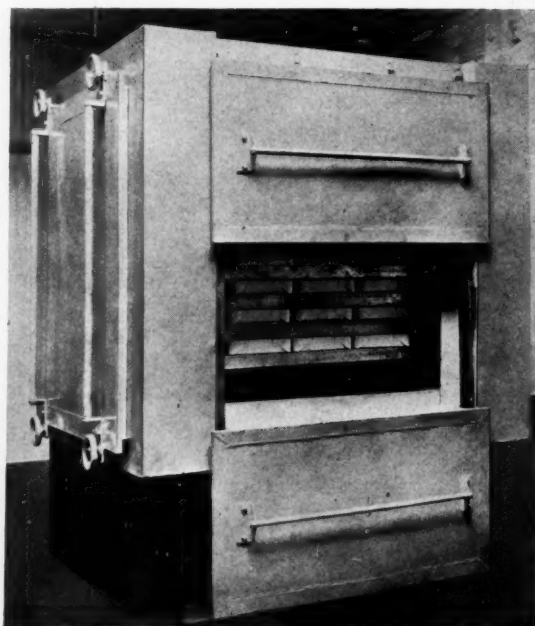
These 36 designs selected for the new revolving display cabinet are especially styled for every occasion—an appropriate gift tie for every holiday or season. In addition to the standard cabinet there is also a special Christmas cabinet and refill also made up of 10 dozen bolts of 10-cent, 15-cent, and 25-cent sellers in unique

Christmas designs. All of the "all-year-round" items, as well as the Christmas items, were approved by a firm of nationally known stylists, thus assuring the retailer that when he buys the Tie-Tie Ribbonette assortment he is purchasing something that is up-to-date and will move quickly, affording him an unusual turnover.

Although this is a brand new item, retailers are already reporting large increases in the sale of gift ties. Another unique feature is that each bolt is protected by a covering of transparent cellulose. This is the first gift tie put up on bolts to appear with the transparent dress.

## Portable Equipment Patented for Quick-Freezing Foods

Patents have been granted covering the invention of portable equipment for quick-freezing perishable foods near their source on cattle ranges, in truck gardens, orchards and on fish piers, according to a statement by General Foods Corporation, which states that the



*Birdseye multi-plate froster showing cartoned food products closely pressed between refrigerated plates*

equipment has been designed for use under the basic patent rights of the original Birdseye process. The new apparatus is being used this fall adjacent to harvest fields at several places in the East, for quick-freezing various kinds of vegetables and berries and for freezing seafoods, the statement said.

Advantages over equipment now in use are said to be increased freezing capacity per unit of space, faster loading and unloading, quicker freezing action and smaller capital investment. The apparatus is described as an enclosed series of refrigerated metal plates, arranged one above the other, between which packaged



# SINGLE LINE—DOUBLE DUTY



*"A Perfect Product  
in a  
Perfect Package"*

## THE PACKAGING LINE-UP

S & S Carton Feeder and  
Bottom Sealer

S & S Bag Inserter

S & S Automatic Fillers

S & S Special Top Sealer  
and Bag Folder

S & S Tight Wrapper



**P**ACKAGING Royal Chocolate and Vanilla Pudding—two different style packages on a single line—is only possible with S & S equipment.

The Royal Vanilla Pudding is in a printed carton; the Chocolate is tight wrapped, yet both go through the same packaging line-up.

Fully automatic carton feeding and bottom sealing, insertion of made-up bag, accurate filling of predetermined quantity, then top sealing, but different: the liner bag is dry-waxed and folded in with the top flap, making a tight, non-sifting package. Speed: 60 packages per minute.

When Vanilla Pudding is running, the finished packages are loaded into shipping containers right after top sealing. If Chocolate Pudding is the order of the day, the conveyors carry on to the S & S Tight Wrapper where the plain carton is tight-wrapped as only an S & S machine can do it, and then packed.

This plant is a picture of efficiency, compactness and ingenuity. Perhaps S & S can work out *your* problem along similar lines.

## STOKES & SMITH COMPANY PACKAGING MACHINERY FRANKFORD, PHILADELPHIA, U. S. A.

ON THE COAST:  
Mailler Searles, Inc.  
135 Fremont St.,  
San Francisco, Cal.

Mailler Searles, Inc.  
909 Western Ave.,  
Seattle, Wash.

John F. Willard & Son,  
335 E. Fourth St.,  
Los Angeles, Cal.

LONDON OFFICE:  
23 Goswell Road  
London, England

foods are sandwiched for quick-freezing. The apparatus was developed at the Birdseye Laboratories, Gloucester, Mass.

The new apparatus is known as the Birdseye multi-plate froster. While having similar elasticity and simplicity of operation, and utilizing the same direct-contact and controlled-pressure principles originally worked out and patented in connection with the double belt machine, the multi-plate apparatus sets new standards of low first cost, efficiency of operation and economy of floor space. It is an all-purpose machine valuable for both small and large scale production; and will handle equally well either packaged or bulk products.

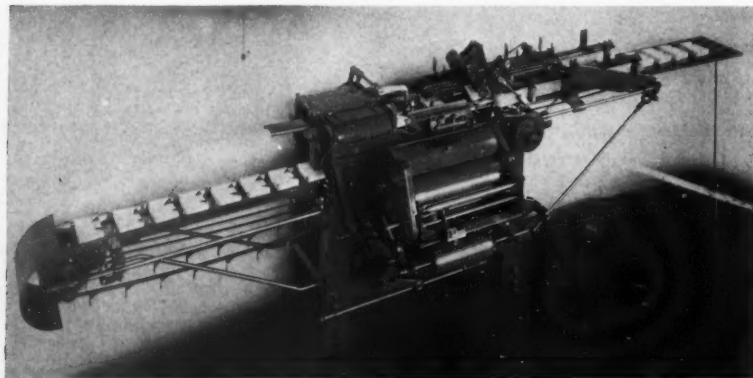
The multi-plate froster consists of a series of refrigerated metal plates placed one above the other, capable of being opened to receive products between them, and closed upon the products with any desired degree of pressure. The plates have been specially designed and developed by the Birdseye organization, and consist of aluminum alloy cast around metal coils.

### New Envelope Wrapping Machine

The machine illustrated wraps either in plain or moisture-proof transparent cellulose, depending upon the application of adhesives, a varying group of envelope sizes. This machine is so arranged that it is handling five different sizes, but more or less could be applied to the machine at will within the dimensions and specifications of the machine. The envelopes handled consist of packets with a band around them.

A special feature of the machine is in the construction made necessary to overcome the fanning or flaring of the envelopes as they come from the envelope-making machine. At each end they are fanned out to represent a dimension greater than the center or banded part of the envelope, all of which has to be compressed into the machine in a rectangular shape conforming to the desired size that the package will take as it leaves the delivery of the machine in a wrapped condition.

The machine, which is a product of the Battle Creek Bread Wrapping Machine Company, Battle Creek, Mich., is adaptable to the wrapping of articles of a similar nature, and a separate construction of machine is now in process of manufacture for the wrapping of flat and folded note and writing paper.



*The envelope wrapping machine which handles five or more different sized envelopes wrapping either in plain or transparent cellulose*

### Twenty-Five Years of Board Manufacture

This year the Lowe Paper Company, of Ridgefield, N. J., manufacturer of "Ridgelo" clay coated products, celebrates the twenty-fifth anniversary of its founding.

In 1906 Herbert G. Lowe, who for eighteen years had been identified with the Falulah Paper Company of Fitchburg, Mass., as manager of their coating department, struck out for himself. He conceived the idea of building a business to serve those box makers who wanted something a little better than usual. This goal has been steadfastly adhered to until now the plant has a coating capacity of close to 90 tons of board per day, every pound being made to conform to the highest standards of uniformity and quality.

Mr. Lowe's sons, Donald V. and Malcolm B., entered the business in 1912 and 1913, respectively, and have concentrated their efforts on the business since that time. The other members of the organization have, for the most part, been with the concern twenty or more years and are thoroughly a part of it.

In 1919, realizing their dependence upon a supply of raw material, the Lowes bought a board mill in New York state. A few years later they constructed a thoroughly modern mill next to their coating plant at Ridgefield and have, since that time, controlled and directed the production of their body stock as well as the coating. This, together with the technical control and laboratory work instituted shortly after the War, has enabled them to produce and maintain the high standards which they have established.

Additional firms who have taken space at the second Packaging Exposition which will be held at the Palmer House, Chicago, the week of March 7, 1932, under the auspices of the American Management Association, include the following companies: The Dobeckmun Company, Cleveland, Ohio; International Tag Company, Chicago, Ill.; National Adhesives Company, New York City; Pilliod Cabinet Company, Swanton, Ohio; Rathbone, Hair & Ridgeway, Chicago; W. C. Ritchie & Company, Chicago; Signode Steel Strapping Company, Chicago; and R. C. Taft Company, Chicago. It is estimated that attendance at the exposition will exceed ten thousand visitors.

## There Is Room for Package Styling

(Continued from page 35) daily contributes more. There is room, therefore, for expansion in styling expression. An expansion that will permit greater scope for the manufacturer in his efforts to instill exclusive personality in his packaged products.

At present there are three principal forms of package styling or ensembling, color, materials and interpretative motifs. There is one form of styling, however, that has been practically neglected although during recent months several outstanding examples have made their bow. This form also falls into the class of interpretative packaging, deriving its classification, however, not from an interpretation of its contents but from the name of the product—a sure-fire hook-up which goes over big with the consumer public and, regretfully, is infrequently used. Why this should be so is a mystery, since the latitude of expression for the designer's skill is wide open. Various types of materials have been employed for this interpretative form of styling, chief among which are the latest products from the Sunshine bakeries packaged in lithographed metal containers and the Bourjois toilet preparations as shown in the illustration accompanying this article.

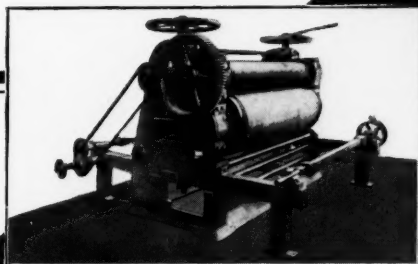
No more perfect tie-up could be obtained in name and package than that displayed in the latter products. By package is meant not only the carton but the container as well, not only because the definition of the

word package demands it, but because it would be inconceivable to separate such perfect harmonization. Dark blue flacons, exquisite and distinctive in their beauty of color and shape, products of the Maryland Glass Corporation, are used as part of the interpretative expression in color to convey the sophisticated atmosphere of that gay city of France. Silver paper labels, smartly designed in an inverted triangle shape, help to portray the smartness and luxury of Paris. The exception occurs in the flacon of Eau de Cologne where a small label is used in the center with a band of the same silver paper at the bottom.

It is in the carton that most of the tie-up with the name of the product occurs. Symbolical of an evening spent in that city, scenes from its night life, the Arc d'Triomphe, taxicabs and gendarmes form the main decorative motif in white against the dark blue background, with a reproduction of the label breaking into the repeat. It is an appropriate setting for the name of the product, holding high retentive value.

There are many products in the market that, if permitted, can capitalize on name through such expression in their outer dress. This form of styling makes for a harmonious setting as well as a departure from the usual run of styled packages in present distribution. It also has another feature that should appeal, that of absolute guarantee against duplication in design or color and even partial copying of a valuable design which acts as an identity for the product.

## Standard - for superior Embossing



*The Waldron Centennial Embosser—a remarkable modern machine. In background—Waldron Long Life Paper Roll.*

For goods in the web or roll, Waldron machines meet the most exacting requirements in speed, pressure, tension and variety of embossed designs. They are capable of producing those surfaces that sell finished products.

Waldron Rolls, from a standpoint of utilization cost have for years proved the most economical to buy and use. Write for copy of our Bulletin No. 102.

## JOHN WALDRON CORPORATION

MAIN OFFICE AND WORKS, NEW BRUNSWICK, N. J.

CHICAGO

NEW YORK

PORTLAND, ORE.



## What Is There for Us In the Foreign Package?

(Continued from page 32) Professor Hoffmann and Professor Hadank are given the opportunity to know the inside business problems of the industry they represent so that their contributions can be fundamental rather than superficial in character. Such European designers work along through the years, following succeeding trends from long familiarity with the world of design. They are in a position to contribute creatively to the tools and materials of package design. Thanks to the leisurely but efficient organization of business "over there" they know their commercial problem from every angle. Consider the wide divergence of this working procedure from the artist's attitude here in America.

The creative designer who undertakes a problem of design here at home has at best a "short-time assignment" with a firm. All too frequently, the "job" is tossed upon his desk as the task of "prettying-up" a package. Sometimes two weeks, sometimes ten days, frequently overnight, he is asked to draft up an attractive design. The result is that, despite creative ability and the tremendous strides taken in the development of tools and materials for such creative commercial work here in America, the artist has no time for inventive artistry. He is not given opportunity for an understanding of the problems of the industry he is serving and of the sales program in which the wrapping he plans plays such an important part.

The European designer has, then, a first and major freedom that his American contemporary seldom enjoys. He is bound down by fewer "sacred cows." That term is one familiar in the American advertising world. In effect, a manufacturer will tell his package designer: "You can do anything you want to do to give me a lovely, simple, colorful, appropriate container, except that—you must use this trade mark—it's priceless to us—and this lettering slant, we're used to it, and the colors must be red and green—" or some such limitation.

It is true that all industry must have such "sacred cows." Their existence means organization—and a merchandising program. But here in America the designer has thrust upon him "sacred cows" which have outlived their usefulness. He cannot originate with them, and yet his task is too short-lived for the manufacturer to entrust to him the destroying of any of them.

The European designers whose work is so outstanding for its effectiveness in the commercial fields are accustomed to changes in their merchandise and its wrappings at periods consistent to business development. It is their business to follow the shifting of fashion and to be ready to suggest those changes. The responsibility of their connections is such, however, that any existent "sacred cows" in a unified design program are of their own creating and may reasonably be interpreted with the changing style and the development of product and materials to enhance the effectiveness of design.

Here, then, is the fundamental lesson in the loveliness and appropriateness of the designs the Europeans do.

They have achieved interpretive packages and a beautiful unity because of the method of their commercial work—the retaining of the best talent they can get, taking it into their "business confidence," letting it live with the problems of the business over a period of time. This talent is allowed to maintain its outside viewpoint and in the fact that it contributes to different industries lies the key to part of its effectiveness. It is this method more than any individual design which holds a lesson for the American commercial world.

American business is entering upon a new era. It is to be a period when simple beauty in commercial design will assume a new importance in point of view of profit. The American woman appreciates good taste in her merchandise. She appreciates convenience and practical utility, too, being an extremely practical person directly motivated by appeals to common sense, but the average American man or woman has good taste.

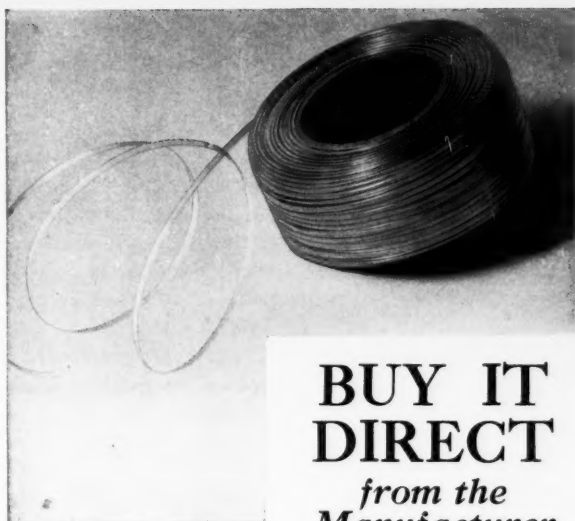
When you look back at the racial heritage of America; when you consider that the home-made "hooked rugs" of colonial days are rich in a beauty acclaimed by experts; when you recall that a cross-section of America reveals men and women of European extraction who, even though they have known poverty in the direst sense, are the truest lovers of music and beautiful things; when you recollect that America is made up of descendants of the finest hand craftsmen of Europe, you sense some of the taste that should be inherent in the average American, even though he or she makes no claim to artistic appreciation. It is clearly defined in the small home where simple beauty and tasteful color have entered during the past few years.

This inherent appreciation of beauty opens new doors to the manufacturer who takes full advantage of the beauty and utility available in modern design. A more successful commercial package is to emerge here, as it is emerging in Europe, when the artist is invited to share the business man's individual merchandising problems.

## The Story of Phoenix Metal Caps

It is seldom that a manufacturer attempts more than a prosaic presentation of his goods in catalog or brochure form. There are exceptions, of course, and many of these can be placed in the class to which belong publications of beauty and merit. Occupying a well deserved place among the latter is a recent publication of the Phoenix-Hermetic Company of Chicago, "The Story of Phoenix Metal Caps." This book (11 in. x 14 in.) of 44 pages contains illustrations and the progressive narrative of the several steps included in the manufacture of these products. Important tables are also given. The untouched photographs have been artistically and faithfully reproduced in the illustrations, all of which are of large size and serve to present the subject in an outstanding and interesting manner. The entire layout of the book is one deserving of commendation and establishes a high order for publications of this kind.





## BUY IT DIRECT *from the Manufacturer*

**Y**OU benefit in two ways when you buy Wilson Coppered Stitching Wire. By coming direct to the manufacturer you save money, besides getting a rust-resisting wire which makes better looking packages.

*Write for a free sample coil.*

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General Factory Supplies, Inc., 27 W. 4th St., New York, N. Y.



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PRODUCT WITH  
CLER TUBES

**M**AKE sure that your product reaches its destination intact and unmarred. It can be done very easily and economically with Cleveland Tubes, Cores and Containers. The sizes range from 1/8" inside diameter to 20". Let us have your product and we'll mail it back to you—Cleveland-protected—with prices and specifications.

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Plants: Cleveland — Philadelphia — Detroit — Hoboken



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## We Stand Corrected

The Editor

Sir:

In the third paragraph on page 66 of the November issue of MODERN PACKAGING, in the article "Gauging Package Redesign by Consumer Preference," reference is made to the Stemar Display Company. In the way that this reference is made, it would lead one to believe that this company was responsible for the Snaplite vending display, which is not correct. I believe the sentence should read as follows: "Complaints of pilferage, because of the attractiveness of the 1930 Snaplites, were so numerous the ingenious display stand, shown in the illustration, was constructed and produced by the American Carton Corporation, Chicago."

The theftproof feature of this carton is patented by the American Carton Corporation. The small window or counter display card illustrated on page 36 was designed, lithographed and produced complete, by the Stemar Display Company, Chicago.

BURGESS BATTERY COMPANY

GLEN A. GUNDERSON



One paper box traveling 15,000 miles over land and sea from Bogalusa, La., to Hamburg, Germany, and back to the Louisiana city delivered a shipment of candy on both sides of the Atlantic, and now has been received by its manufacturers, Robert Gaylord, Inc., in St. Louis.

A letter to the company from a resident of Bogalusa relates the incident. The box was in excellent condition, and the Gaylord company has placed it, together with a log of its foreign journey, on exhibition. The paper box was first shipped by the Maison Blanche Company of New Orleans to a resident of Bogalusa, La., and from there the box, filled with candy, was sent to Hamburg, Germany. To the surprise of the Louisianians, the identical box was returned to them a few months later with a Christmas present in it.

The Gaylord company has conducted many tests on long shipments with varying contents, but it reports that this example of the endurance of paper boxes, used now for a wide variety of products, establishes a record.



Metal Package Corporation, manufacturer of tin cans, with factories at Baltimore, Brooklyn, Maspeth, L. I., and Hamilton, Ohio, has acquired a substantial can-making plant located at 1845 to 1903 West 74th St., Chicago, Ill. The additional facilities which this plant affords will enable the new management to better serve the can-consuming industries in Chicago and adjacent territory. Wm. J. McCarthy, who has long been identified with the can industry, will be in charge of sales.

## Some Plain Words About Plastics and Their Designs

(Continued from page 42) age. It may be taken as an axiom that the more perfect the imitation, the worse the design.

Plastic molding and design is still a young art. At present it imposes certain limitations on the designer. A complicated mold, particularly a large piece, sometimes involves considerable expense. But what better challenge could the artist ask for than to devise designs which would be simple from the manufacturing point of view and yet have beauty and a special character of their own? It is a challenge to create an entirely new school of product and package design.

I have said I would be constructive. I have pointed out some of the pitfalls that beset the designer in these new materials. But it is not entirely the fault of the designer. The manufacturer must demand design to fit not only the product but the material and its process of fabrication. If the piece is vertical, he must see that the main lines of the design are vertical and do not terminate in cornices or borders, or else put up with absurdly high mold costs. He must fight against superfluous ornament. He must guard against the miscellaneous conglomeration of irrelevant angles which goes under the name of "modern." Good modern design means simplicity, perfect adaptation to the function performed; whether the lines are angular or curved depends on the problem. He may take advantage of the fact that the plastics permit sharp, clean edges impractical in most materials. He must beware of imitative textures. In other words, he must demand honest art.

The adaptability of the plastics to packaging has increased ten-fold with the advent of the light-colored materials. Some of these were expensive at the outset, but increasing volume has brought prices down to the point where they can now compete with the darker phenol compounds.

It would be presumptuous to suppose that plastic molding compounds will ever monopolize the packaging field, but it is safe to say that up to now they have barely begun to be appreciated. Their progress, however, will be slow unless manufacturers demand, and artists produce, honest and beautiful forms.

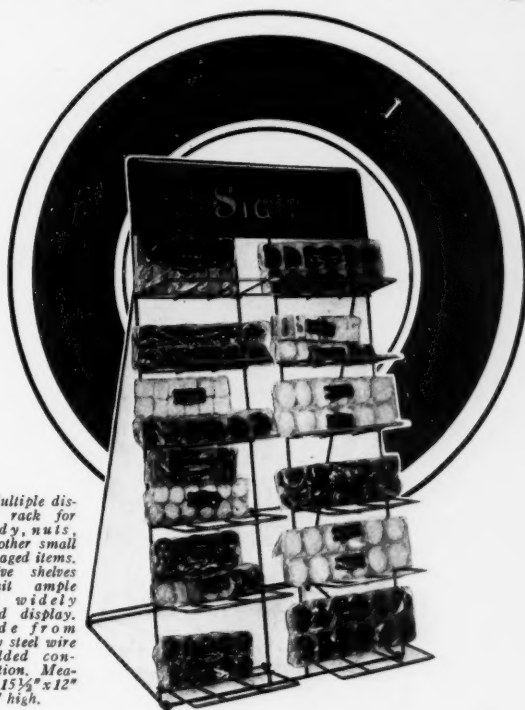


American Steel Chase Company, Inc., 122 Centre St., New York City, announces that it has been appointed selling agent in New England, Pennsylvania, New York and New Jersey for the Container Machinery Corporation. This selling organization is specializing in the packaging field in the sale of equipment for tying, wrapping, sealing and banding.



Leslie Joyce, director of White Signet, Ltd., of Sydney, New South Wales, confectionery manufacturers, will be in New York from Dec. 9 to Jan. 8, and may be reached by manufacturers and suppliers to the trade at 21 West St., in care of J. Dunn Son & Company.

## Strengthen Dealer Selling



Multiple display rack for candy, nuts, and other small packaged items. Twelve shelves permit ample and widely varied display. Made from heavy steel wire—welded construction. Measures 15 3/4" x 12" x 25" high.

## by SPOT DISPLAY

An attractive package is the first essential toward obtaining favorable sales appeal. But your job is only half done when you stop there. If the ultimate consumer is unable to see your pretty package, there is a definite sales handicap. Bring your goods right up to the point of sale with a Union Display stand. Your retail trade outlets are willing to place your merchandise upon their counters—if you will furnish (free or at cost) a trim, neat Union Display stand. Dealers then enjoy the added plus sales profits, and up goes your volume. Send the coupon for full information and folder illustrating many types.

Mail the Coupon Now!

## UNION STEEL PRODUCTS CO.

521 BERRIEN ST.

ALBION, MICH.

UNION STEEL PRODUCTS CO.,  
521 Berrien St., Albion, Mich.

- ☐ Please send me complete information on your display equipment.  
☐ You may have a representative call to discuss a display stand for our goods.

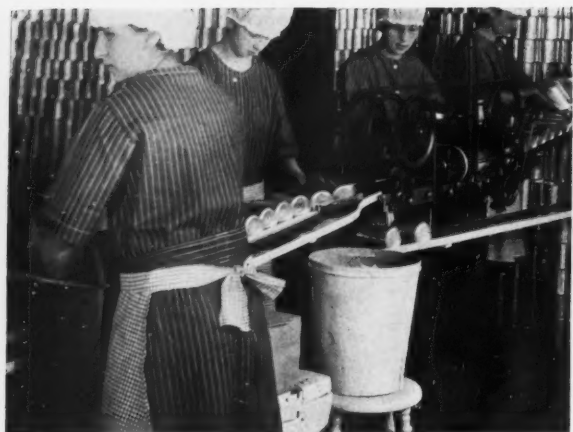
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## For Speedy ..... Economical Labeling ... *use Burt Labelers*

What better proof could there be of the superiority of Burt Labelers than their use in successful plants everywhere? Round containers of any kind—whether of tin, fibre or glass—are labeled with remarkable accuracy and speed. Production schedules are maintained without trouble or worry, and only one operator is required to control a battery.

May we tell you more fully about the operation of these labelers and how they can help you with your production problem? We have some interesting facts to submit for your consideration.

*Write for descriptive literature.*

**BURT MACHINE CO.**  
MAIN OFFICE AND PLANT  
BALTIMORE, MD.  
SALES OFFICES: New York, Chicago,  
San Francisco



## BEN BERNIE

and his orchestra, is back again for the Fall and Winter Season ~ ~ ~

*The New*

## COLLEGE INN

One of the features that make travelers choose ~ ~

## HOTEL SHERMAN

1700 ROOMS  
1700 BATHS

Rates from  
\$3 with bath

RANDOLPH · CLARK  
LAKE · LA SALLE



# CHICAGO

## Strive for Flash in Candy Displays

(Continued from page 29) are a number of excellent cartons which show experienced and intelligent handling. Nor do I imply that our own display containers are the last word. Not by a long shot, although we have come to appreciate more than ever the value of continuity and good designs. Each day finds us endeavoring to improve our line. But to the confection field as a whole, during these times of depression and price cutting, it behooves us to look more closely to the appearance of our display cartons, particularly due to the fact that the trade and the consuming public are more art- and color-conscious than ever before. This should be done, not with the idea of changing for something new, but with the thought of designing cartons that really appeal to the consumer and actually convince the dealer that here is a display which deserves a front seat on his counter.



L. C. Kendall, formerly with the Pneumatic Scale Corporation, Ltd., for a number of years, has assumed new duties with the McDonald Engineering Corporation. Mr. Kendall is to be connected with the sales and operating divisions of the latter company and will render the same courteous and satisfactory service that has marked the progress of the McDonald Engineering Corporation for many years.



In Philadelphia Your Choice Should Be

# THE HOTEL MAJESTIC

BROAD ST. AND GIRARD AVE.  
PHILADELPHIA

400 LARGE ROOMS  
**\$2.00**  
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Single, with running water  
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5 minutes from City Hall,  
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Hotel.

WIRE AT OUR EXPENSE  
for RESERVATIONS!

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# NEW HOTEL PRESIDENT

48th Street West of Broadway  
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Offers you the best value in New York City

ROOM **\$2.50** DAILY  
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Single - - \$3.00, \$3.50, \$4.00  
Double - - \$3.50, \$4.00, \$4.50

400 Rooms each with bath and R.C.A. Radio

FREE GARAGE

"Just around the corner  
from everything!"

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Manager  
ACK SCHAFER, Asst. Mgr.  
TELEPHONE  
CHICKERING  
4-3800



# Silverstitch

REG. U. S. PAT. OFF.



## SAVE MONEY in stitching fibre boxes

Silverstitch saves money for users of stapling wire in two ways.

1. Its accuracy in temper, width, and thickness assures smooth feeding through stitching machines and increased production.
2. One piece continuous length five pound coils reduce the number of threading operations. Only one stop for threading is necessary for each coil of wire. The ten pound coil makes further savings possible and is recommended where the stitching machine has the required 7½" clearance.

Because of these two reasons hundreds of stapling wire users are now stitching their fibre boxes with Silverstitch.

Without obligation we will send you a FREE five pound coil of Silverstitch. See for yourself why this modern wire has grown so popular.

### ACME STEEL COMPANY

General Offices: 2840 Archer Ave., Chicago, Ill.  
Branches in principal cities.

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# Only Peerless Tubes

## HAVE IT!

.... the highest quality tin  
available in the world!



"Pebecco IS the most expensive tooth paste in the world to make."

To our present customers and to selected accounts, we offer a premium tin at a higher price than normal tin used in collapsible tubes, with the following values:

A. By actual test the lowest number of defects of any metal used in the tube industry.

B. The great pliability and freedom from cracking, pinholes or splits after the product gets in the hands of the ultimate consumer.

C. The price difference for the use of this special tin only to the extent of the premium value of the tin used and for the results obtained this premium will be found to be exceptionally low.

D. For those customers who will make laboratory tests of this tin it will be found to be a standard of comparison for all grades of tin and of the highest possible purity.

E. A special form of tube inspection which guarantees freedom from defects at the time of manufacturing and this inspection to be made in conjunction with the use of the special brand of tin.

F. The premium cost for this extra service will only be about the price of one filled tube at its wholesale value compared with the per gross price of the tubes manufactured.

G. An opportunity to our old customers or new accounts to prove each statement outlined above to their entire satisfaction before accepting these statements.

H. Two of our largest accounts have verified these facts and have contracted for this special premium service for a long period of time.

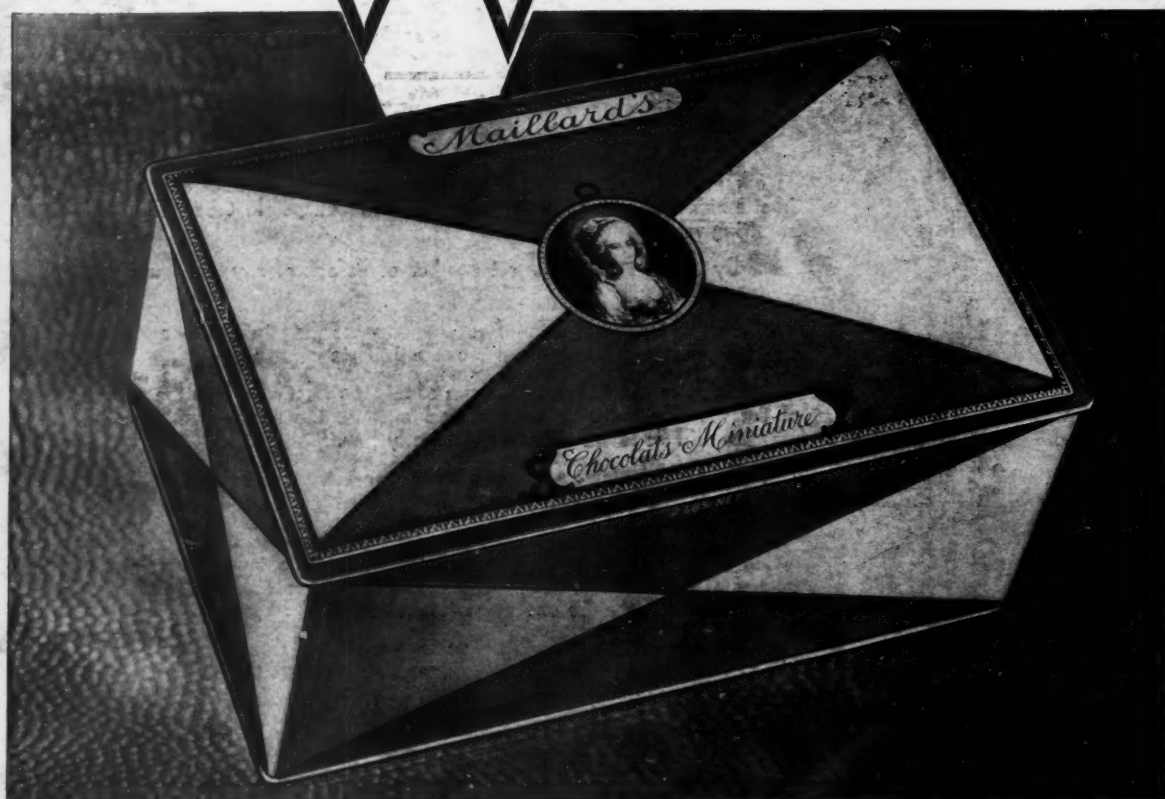
I. We do not propose to undertake an unhealthy expansion of volume of business on the basis of these statements at the expense of our competitors, but believe that the facts should be investigated and verified.

J. We request that our old customers immediately check our statements and be furnished the necessary proof.

PEERLESS TUBES PRESERVE AND OUTLAST THEIR CONTENTS



# Your opening WEDGE



Far too often women's interest is lost for a quality product simply because the package is dull and lifeless. Change this lack of interest with a smartly designed Canco lithographed container. It will be an opening wedge to women's pocketbooks. Good looking with distinctive lithography, convenient in size and design, Canco containers offer you a splendid opportunity to gain larger volume.

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New York: New York Central Building

San Francisco: 111 Sutter St.

